

YOOX

8 by YOOX Circular Embroidery ***a capsule collection channelling care for planet and people***



19 February 2021. YOOX today launches its **8 by YOOX Circular Embroidery collection**, a sustainable capsule which sees items such as t-shirts and sweatshirts upcycled with colourful motifs and positive messages. The capsule, a pilot project that embraces circularity principles, features colourful embroidery created and hand-sewn by luxury Italian artisanal house, Ricamificio Antonella: four different original designs, crafted with care for the environment.

8 by YOOX, the private label collection by the world's leading online store for fashion, design and art YOOX, has been designed with sustainability at its heart since first introduced in 2018. This latest special capsule upcycles organic cotton T-shirts, sweatshirts and hoodies that were previously unsold, giving them a new life with embroidered motifs. The four designs reflect positive sentiments relating to subjects that 8 by YOOX customers hold dear, from care for the planet, to freedom of speech and the fundamental importance of respect for human dignity.

Supporting and leveraging local artisanal excellence, the embroideries have been designed and crafted by Ricamificio Antonella, an Italian house based in Modena which has 50 years of heritage creating beautiful handmade embroideries for maisons across the world.

8 by YOOX was founded on the principles of creating high quality sustainable basics, underpinned by a philosophy to always enable a long life for each product, minimise waste and maximise circular opportunities wherever possible. To support this approach, the label applies data and AI to its design process to ensure that products meet the needs of its customers. The label produces small batches of its collections to avoid overstock, prioritises timeless design and quality, and uses low impact materials that guarantee opportunity to renew any unsold garments through upcycling in the future.

"With this project YOOX takes a decisive step towards the values shared in our Group's sustainability strategy, Infinity: considering care for the environment and people, circularity, and attention to craftsmanship. It reflects our commitment to create, step by step, an ecosystem that corresponds to the needs of the planet we live on and those who inhabit it," says Paolo Mascio, President of YOOX NET-A-PORTER Fashion Division.

8 by YOOX's approach to incorporate circularity in its Circular Embroidery collection responds to YOOX NET-A-PORTER GROUP's Design for Circular commitment within its 2030 sustainability strategy, Infinity. Through Design

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for Circular, the Group will accelerate circularity through collaboration with brand partners and ensure every one of its private label products is designed for circularity by 2025.

The Circular Embroidery collection will be on sale on YOOX from 19 February.

Notes to the Editor

YOOX NET-A-PORTER GROUP's Design for Circular commitment falls under the Circular Business area of its 2030 sustainability strategy, Infinity.

Infinity reflects the Group's ambitious vision to create a more sustainable, circular and inclusive fashion system, connecting people with the joy of luxury and fashion that lasts a lifetime and beyond. Infinity is underpinned by 12 measurable commitments that connect to the United Nations Sustainable Development Goals, along with tangible projects that will start to facilitate positive change today across four areas: Circular Business, Circular Culture, Planet Positive and People Positive.

Explore YOOX NET-A-PORTER GROUP's Infinity:

<https://www.ynap.com/pages/sustainability/infinity/>

About YOOX

Established in 2000, YOOX is the world's leading online store for fashion, design and art that lasts a lifetime and beyond. For those who love the thrill of the find, YOOX inspires men and women around the world to express their personal style through a wide selection of well-made yet accessible pieces to cherish season after season. These include hard-to-find clothing and accessories for men and women from the world's most prestigious designers as well as kidswear, a unique selection of home design objects and exclusive collaborations with internationally-renowned artists.

Encouraging conscious and responsible shopping has been central to YOOX's philosophy since it launched 20 years ago, helping customers to be kinder to the planet by investing in fashion with longevity. In 2009 the store launched YOOXYGEN – a socially and environmentally responsible destination featuring a carefully curated edit of sustainable brands.

At the forefront of innovation, YOOX has pioneered the use of artificial intelligence in fashion, launching in 2018 its own label 8 by YOOX, the first collection ever powered by AI combined with YOOX's unique creative flair. With YOOXMIRROR, a virtual styling suite driven by AI, YOOX offers a ground-breaking customer experience, allowing users to create their own avatar and digitally try-on looks in their app.

Available in more than 100 countries with 10 languages and 7 currencies, YOOX provides a seamless shopping experience across mobile, tablet and desktop, with easy returns and multi-lingual customer care 24/7, 365 days a year. YOOX is part of YOOX NET-A-PORTER GROUP.

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