



## VOGUE YOOX CHALLENGE

### The Future of Responsible Fashion

The second edition of the 'Vogue YOOX Challenge - The Future of Responsible Fashion' launches on February 22nd on [vogue.it](http://vogue.it) and [yoox.com](http://yoox.com). Vogue Italia and YOOX's initiative aims to shine a light on designers, creatives and start-ups from around the world who are investing in responsible, sustainable and innovative approaches to fashion and, for the first time this year, design for art, objects and home décor.

Supporting young people as future drivers of change in the textile, design and fashion industries is the basis of the longstanding collaboration between Vogue Italia and YOOX, which has always been at the forefront in supporting the next generation of creatives.

This year the jury, chaired by **Emanuele Farneti** - *Editor-in-Chief Vogue Italia, L'Uomo e AD Italia*, **Federico Marchetti** - *Chairman YOOX NET-A-PORTER GROUP*, **Sara Sozzani Maino** - *Deputy Editor-in-Chief Vogue Italia and Head of Vogue Talents* will be composed of **Ben Barry** - *Incoming Dean, School of Fashion, Parsons School of Design, The New School*, **Claire Bergkamp** - *COO of Textile Exchange*, **Formafantasma** - *Designers*, **Federica Gasbarro** - *Climate Activist*, **Patrick Grant** - *Director of Norton & Sons, E. Tautz, Hammond & Co, Cookson & Clegg and Community Clothing*, **Stella Jean** - *Founder of Stella Jean brand*, **Dio Kurazawa** - *Co-Founder of The Bear Scouts*, **Carolyn Murphy** - *Mother, model/actress and environmental advocate*, **SaltyCo.** - *Vogue YOOX Challenge 2020 winner*, **Martino Scabbia Guerrini** - *Executive Vice President and Group President VF EMEA*, **Valentina Savi** - *Global Lifestyle Communication Gore-tex*, **Matteo Ward** - *CEO and co-founder WRÅD*, **Bethany Williams** - *Founder of Bethany Williams brand*, **Nina Yashar** - *Gallerist and Founder of Nilufar Gallery*.

*"Innovation, sustainability and youth have always been at the heart of my work and will be the driving force to build a better future. The Vogue YOOX Challenge is a project that is very close to my heart and I am looking forward to seeing the new proposals of the designers who will participate in this year's edition"* - said **Federico Marchetti**, Chairman of YOOX NET-A-PORTER GROUP.

*"Today, committing to sustainability and social responsibility is absolutely essential. I am certain that once again this year the participants will amaze and excite us with their vision"* - said **Emanuele Farneti**, Editor-in-Chief Vogue Italia, L'Uomo and AD Italia.

*"The Vogue YOOX Challenge is a chance to highlight the importance of creative projects designed with a better future in mind"* - said **Sara Sozzani Maino**, Deputy Editor-in-Chief Vogue Italia e Head of Vogue Talents.

Once again, this year, designers and start-ups are invited to present new ideas focused on sustainability, to change and improve the fashion and design system from concept creation, throughout production process, and to point of retail. The challenge will be launched on February 22, opening Milan Fashion Week and all entries must be received by July 2, 2021 through the dedicated section on [yoox.com](http://yoox.com).

The winner, to be announced in November, will receive a cash prize to develop and realise their creative idea during 2022, as well as support from Vogue Italia and YOOX for distribution, communication and mentoring.

For further information, please contact:

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The 2020 edition was won by Salty Co. Their winning project aimed to reduce the consumption of fresh water in the fashion supply chain, by producing high-quality natural fabrics derived from plants capable of living in arid and salty soils and being irrigated with sea water. The idea was born in 2020 by a group of students from Imperial College London and the Royal College of Art - Julian Ellis-Brown, Finlay Duncan, Antonia Jara and Neloufar Taher - who are currently working on the development of a collection in partnership with YOOX's own label, 8 by YOOX.

'Vogue YOOX Challenge - The Future of Responsible Fashion' forms a key part of YOOX NET-A-PORTER GROUP's commitment to *Nurture Young Talent* as part of its 2030 sustainability strategy, Infinity. Through *Nurture Young Talent*, the Group is committed to equipping the next generation with entrepreneurial, fashion and digital skills through 15,000 days of team volunteering by 2025, and to further leveraging the expertise of its teams to offer a dedicated platform that supports and develops new talent across each of its online stores.

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## Notes to the Editor

YOOX NET-A-PORTER GROUP's *Nurture Young Talent* commitment falls under the People Positive 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/>

## 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.

## Condé Nast Italia

Condé Nast Italia is a multimedia communication company which reaches a profiled audience thanks to its numerous omnichannel assets. It publishes 11 magazines: Vanity Fair, Vogue Italia, L'Uomo Vogue, GQ, Wired, AD, Architectural Digest, Condé Nast Traveller, La Cucina Italiana, La Cucina Italiana USA, Accessory\_VogueVanityFair and Wedding\_VogueVanityFair. The company was the first Condé Nast branch in the world to launch a social-only title: Experience Is; to establish a course for content creators working in the social media sector: Condé Nast Social Academy; to launch a social talent agency: Condé Nast Social Talent Agency. Its innovative projects include the social content creator unit #Shareable. Today the group also runs successful major events such as Wired Next Fest, Vogue for Milano, Photo Vogue Festival, Vanity Fair Stories and GQ Best Dressed Men. The Condé Nast Italia headquarters in Piazzale Cadorna, Milan are also home to the La Cucina Italiana Cooking School. The Group's social platforms have a total fan and follower base of 17.1 million. Its web presence is enhanced by the launch of 7 websites: [VanityFair.it](http://VanityFair.it): 14 million users \ [Wired.it](http://Wired.it): 6 million users \ [Vogue.it](http://Vogue.it): 3 million users. These, along with [Gqitalia.it](http://Gqitalia.it), [Ad-italia.it](http://Ad-italia.it), [LaCucinaitaliana.it](http://LaCucinaitaliana.it) and [LaCucinaitaliana.com](http://LaCucinaitaliana.com) reach more than 31 million unique visitors every month and generate 175 million page visits monthly (source: Webtrekk census data – January 2020). - [www.condenast.it](http://www.condenast.it)

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