

YOOX

FKSP x YOOX

An exclusive capsule collection by designer Folake Kuye

YOOX launches an unprecedented collaboration with designer Folake Kuye and her brand FKSP through a capsule collection created exclusively for YOOX.

Conceived and developed in the sunny Los Angeles, the capsule features maxi dresses, hyper-feminine brightly-colored tops and trousers as well as jumpsuits with floral prints: accessible pieces with a modern retro feel, perfect for spring and beyond!

The collection focuses mainly on details and on a careful and accurate construction: billowy sleeves, cinched-waists, crisp pleating and floral prints among the mix - a look for every mood. The silhouettes are soft and vintage-inspired and recall retro-style elements, reinterpreted in a modern way.

The collaboration between the Nigerian designer Folake Kuye and YOOX was born through a mentorship programme led by Federico Marchetti, Chairman of YOOX NET-A-PORTER GROUP, for aspiring entrepreneurs from backgrounds traditionally under-represented in the fashion sector.

"We as a team are incredibly excited about this collaboration. I have been a YOOX customer for almost 2 decades, so to be presented with this opportunity is a full circle moment. The collection is beautiful, worldly, elegant and timeless"- Folake Kuye.

With FKSP X YOOX, YOOX responds to YOOX NET-A-PORTER GROUP's People Positive commitment area of its 2030 sustainability strategy, Infinity. Through People Positive, the Group will use its platforms and global influence to amplify and accelerate campaigns, organisations, businesses and individuals that champion an inclusive world for the fashion industry.

Notes to the Editor

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/>

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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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