

YOOX

RAD AND YOOX FOR ACADEMY MUSEUM OF MOTION PICTURES

YOOX joins forces with **RAD** (Red Carpet Advocacy) to create a capsule collection of unisex organic cotton t-shirts inspired by the rich history of cinema and Hollywood, exclusively for YOOX.

After having curated a selection of items from the vast YOOX catalogue linked to films of extraordinary importance in the history of cinema over the past few weeks, RAD co-founder and Oscar-nominated costume designer **Arianne Phillips** has now created an exclusive series of unique pieces for YOOX promoting an important purpose: to raise funds for one of the most ambitious projects currently in the making, the Academy Museum of Motion Pictures in Los Angeles.

Launched in 2019, RAD creates a variety of impactful campaigns which activate the platforms of brands and talent to drive purpose.

RAD co-founders Arianne Phillips and Carineh Martin, in collaboration with YOOX, have created an opportunity aimed at telling the story of Hollywood's history in film, while promoting the importance of preserving that incredible history through the important work of the Academy Museum of Motion Pictures.

The collection will be available on YOOX from May 20th, 100% of the proceeds will be donated to Academy of Motion Picture Arts and Sciences (AMPAS) to support Academy Museum of Motion Pictures.

Notes to the Editor

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.

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About RAD

RAD (Red carpet Advocacy) is a female-founded social enterprise that celebrates culture through cause by leveraging influential platforms to drive social progress through education, inspiration and activation. RAD's signature advocacy campaigns amplify conversations about human rights, social justice, climate change and other global issues, while also raising money and awareness for charities working in these areas. Founded by luxury marketer, Carineh Martin, and triple academy award-nominated costume designer, Arianne Phillips, RAD has produced 35 campaigns with 150 talent and 32 brands impacting 50+ charities since launching in 2019. Their campaigns have generated billions of earned media impressions and organic reach on social media by promoting advocacy that creates impact.

www.wearerad.org

@radvocracy

About Academy Museum of Motion Pictures

Opening September 30, 2021, the Academy Museum of Motion Pictures will be the world's premier institution devoted to exploring the art and science of movies and moviemaking. Visitors to the museum will experience the magic of cinema and the creative, collaborative process of filmmaking through the lens of those who make it. Built in Los Angeles, the movie capital of the world, the museum will be housed in the renovated and expanded May Company - now the Saban Building - on Wilshire Boulevard and a distinctive spherical addition designed by Pritzker Prize-winning architect Renzo Piano with Renzo Piano Building Workshop. The 300,000-square-foot museum will feature more than 50,000 square feet of gallery space for both a highly immersive permanent exhibition and a schedule of diverse temporary exhibitions, two film and performance theaters, a state-of-the-art education studio, and dynamic spaces for public and special events. The Academy Museum has actively been acquiring three-dimensional motion picture objects since 2008. Its holdings now number approximately 5,000 items representing motion picture technology, costume design, production design, makeup and hairstyling, and promotional materials. The museum will also draw from the unparalleled collection of the Academy of Motion Picture Arts and Sciences, which contains a vast range of motion picture production and history-related objects and technology, works on paper, and still and moving images covering the history of motion pictures in the United States and throughout the world. The collections include more than 12.5 million photographs; 237,000 film and video assets; 85,000 screenplays; 65,000 posters; and 133,000 pieces of production art. Highlights feature more than 1,700 special collections of film legends such as Cary Grant, Katharine Hepburn, Hattie McDaniel, Alfred Hitchcock, and John Huston.

About Arianne Phillips

Arianne Phillips is one of the most unique creative forces in the fashion and entertainment industries. As a multi-dimensional visual artist, she brings her exemplary vision to film, fashion, theater, opera, music, and media. Phillips's Costume Design work has been recognized with Oscar nominations for James Mangold's *Walk The Line* and Madonna's *W.E.* She received a Tony nomination for the Broadway musical *Hedwig And The Angry Inch* and a BAFTA nomination for Tom Ford's *A Single Man* as well as seven Costume Designers Guild Award nominations, including an Award for Excellence in Period Film for *W.E.* Arianne most recently designed Quentin Tarantino's *Once Upon A Time In Hollywood*, for which she received her third Academy Award nomination. Her distinguished film career also includes Tom Ford's *Nocturnal Animals*, Matthew Vaughn's *Kingsman: The Secret Service* and *Kingsman: The Golden Circle*, James Mangold's *3:10 To Yuma*, *Knight And Day* and *Girl, Interrupted*, Mark Romanek's *One Hour Photo* and Milos Forman's highly acclaimed *The People Vs. Larry Flynt*. In 2022 Arianne's work can be seen in Olivia Wilde's forthcoming and much anticipated *Don't Worry Darling*. For over twenty years, Arianne worked closely with Madonna on creative projects including music videos, album covers, photo shoots, special performances and designing costumes for six of her world tours. Her creative collaborations with music clients have extended into product development for Madonna's 'Truth or Dare' collection and Gwen Stefani's 'Harajuku mini' collection. Arianne has also designed "Costume to Collection" projects for the *Kingsman* movies, including highly successful menswear collections for Mr. Porter. She has also worked on advertising campaigns for Tom Ford, Smashbox Cosmetics, Mac cosmetics, Dolce & Gabbana, L'Oréal, Revlon, Moschino, and David Yurman. As a freelance fashion editor, stylist, and brand consultant, Arianne collaborates with fashion designers, creative directors and photographers like Steven Klein, Solve Sundsbo, Mert & Marcus, Emma Summerton, Micaiah Carter and Mark Seliger for publications including Italian Vogue, W, Interview, Elle, Allure, Harper's Bazaar, Love, L'Uomo Vogue, German Vogue, Spanish Vogue, V and V Man. Miuccia Prada selected Arianne for her "Iconoclasts" project to curate installations for the brand's flagship stores in London and Beijing and to produce a short fashion film for the brand, which Arianne also wrote and directed, called *Passages*. Her friend, Alessandro Michele, Creative Director of Gucci, commissioned her to create special content for an issue of A Magazine he guest edited and to style a brand film starring Gia Coppola. She has also collaborated on special projects with Van Cleef & Arpels, Cartier, Valentino and Swarovski. 2018 Arianne was an inaugural member of the *Time's Up* coalition and designed its now iconic logo. All of Arianne's projects are rooted in her love of storytelling and her unique collaborations have fostered deep and far-reaching relationships with the world's most celebrated artists and designers.

For further information, please contact:

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