



UNDER EMBARGO UNTIL 20<sup>TH</sup> OF JANUARY 2022 8:00 AM CET / 7:00 AM GMT

## THE YOOX MARKETPLACE HAS LANDED, ENHANCING THE SHOPPING EXPERIENCE FOR CUSTOMERS ACROSS EUROPE

*The new marketplace will give YOOX customers instant access to a wider product assortment including over 700 brands and 150,000 new items across jewellery, ready-to-wear, accessories and footwear*

**MILAN, ITALY (20 JANUARY 2022)** – YOOX, which is part of YOOX NET-A-PORTER, announces the launch of its Marketplace in Europe, offering customers an even wider selection of products and brands. The service launches in almost 30 countries across Europe, with plans for further expansion across the U.S., Middle East and North Africa (MENA) and Japan.

The introduction of the Marketplace reflects YOOX NET-A-PORTER's broader transition to a hybrid operating model, designed to enhance the customer experience, expanding its brands and products offering on site. It will further strengthen relationships with its prestigious brand partners across the Group, ensuring greater flexibility in their logistical operations and product assortment, and allowing them to reach customers on the platform, faster.

In addition to YOOX's highly-curated brand portfolio, the Marketplace gives customers instant access to a wider product assortment including over 700 brands, some of which will be available on the store for the very first time. This increased assortment will also encompass some of the most renowned retailers in the fashion and streetwear industry, including Mengotti and Papini. Customers will also benefit from more frequent store updates and an increasingly varied assortment designed to enrich the shopping experience.

Sustainability has always been a key driver for YOOX. Supporting the Group's *Infinity* strategy, a selection of sustainable brands will be available on the site's marketplace. These will follow the "Good On You" brand rating system, which informs customers about responsible fashion brands and the items they choose. The marketplace integration will also support small businesses and emerging brands, including Apple&Figs, CHPO and Siguelisol, among others, providing them with the opportunity to reach and connect with YOOX's global customer base.

This season alone, YOOX customers will be able to access over 150,000 new items across; jewellery, ready-to-wear, accessories and footwear. With the support of the Marketplace, the long-term goal is to surpass one-million products available on the online store. This will allow further enhancements to the current product range with new categories, including pre-owned items and beauty. This means customers can enjoy a unique breadth of offering in the online fashion market at a unique and complete lifestyle destination.

*"The launch of marketplace underscores our commitment to our customers. We are continuously evolving our offer and creating a unique shopping experience across fashion, design and art. Our mission is to help our customers navigate new market trends and to meet the enhanced expectations for digital and ecommerce in the luxury space. As we look ahead, we are thrilled to continue to bring new and exciting innovations to our customers and brand partners."* **Valentina Visconti Prasca, Managing Director, YOOX.**

Followers of the brand are invited to join the conversation on social media using #Yoox, @Yoox.

# YOOX

For more information about YOOX and YOOX NET-A-PORTER visit [www.yoox.com](http://www.yoox.com) and [www.ynap.com](http://www.ynap.com)

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## ABOUT YOOX

Established in 2000, [YOOX](http://www.yoox.com) 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. From 2020, HI GUY\_Z!, a dedicated Gen-Z area with a selection of products and an authentic look and feel for the younger generation has been added, to underline YOOX's effort on this category.

Encouraging conscious and responsible shopping has been central to YOOX's philosophy since it launched more than 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 unique 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. The collections, developed by an innovation-focused creative team, are among the most sought-after and successful brands on the platform.

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. With the desire to engage and stay in touch with customers all over the world, YOOX's social base grows and develops with new interaction formulas in search of continuous dialogue and open exchange with respect to trends and interaction between people in every corner of the world. YOOX is part of YOOX NET-A-PORTER.