

## 8 by YOOX SPRING SUMMER COLLECTION 2022



Pop essential. Clean and classic lines mixed with tropical prints and color block. The new SS22 collection by 8 By YOOX, YOOX's private label, is an explosive mix of contemporary glamour.

This collection, created with A.I. support and big data analysis, is made up with a lot of inspirations: a surprising comfy atmosphere that changes the athleisure feeling, with tie-dye prints, geometric textures and natural fabrics. There is also tailoring inspiration, softened by fluorescent colors and sparkling tones. More is more: floral patterns, jacquard motifs and bright details on everyday-wear contemporary clothes.

Multicolor prints, with natural references and textured materials such as linen, create a new contemporary globetrotter spirit, in a world scenario ready to reopen, without borders. The SS22 collection with its kaleidoscopic patterns is a hymn to being together: essential like friendship, fun and lively like the rediscovered lightheartedness

8 by YOOX follows the Infinity Product Guide, a tool created by YNAP to help private label products join the "Design for Circular" project of the Infinity strategy and ensure that all the label's products are created according to the principles of sustainability and circularity by 2025.

100% of the activewear and swimwear categories, 96% of the denim and over 80% of the jersey of the Spring Summer 22 collection already adhere to the guidelines.

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. 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.

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