

# YOOX launches RETHINK WITH <3

## Its first initiative dedicated to upcycling

RETHINK WITH <3 is YOOX's new YOOXYGEN project, in collaboration with designers and stakeholders from the international fashion world.

A new space within the YOOXYGEN edit on [yoox.com](http://yoox.com), dedicated to responsible fashion. Customers can discover unique pieces and collections created with the goal to give new life to products and materials that would otherwise be wasted, with a higher value than the original. RETHINK WITH <3 marks a new chapter in YOOX's journey towards more conscious consumption.

The first in a series of collaborations is signed by CATERINA GATTA X YOOX. The Italian designer, known for her fresh, ironic yet sophisticated style, has created an exclusive collection for YOOX. The collection, with a fashion twist on wearable summer pieces, features 10 tops and 10 skirts, exclusively made for YOOX with fabrics recovered from local Italian artisan workshops, resulting in production realized entirely at zero km. Research, the desire to experiment and transform are the fundamental part of her work: for Caterina Gatta, fashion is inspired by the past that looks at the future.

With Rethink with <3, YOOX responds to the Circular Culture pillar of YOOX NET-A-PORTER's 2030 sustainability strategy, 'Infinity', enabling better choices by increasing its proportion of products rated as more sustainable. Through Circular Culture, YOOX NET-A-PORTER aims to make circular luxury more available, desirable, and intuitive for its customers.

### 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/>

### YOOX

Established in 2000, [YOOX](http://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.

YOOX is part of YOOX NET-A-PORTER GROUP.

Follow @YOOX: [Instagram](https://www.instagram.com/yoox)/[Facebook](https://www.facebook.com/yoox)/[Twitter](https://twitter.com/yoox)/[YouTube](https://www.youtube.com/yoox)

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

### CATERINA GATTA

Caterina Gatta was born in Rome, Italy, although she feels a citizen of the world. She graduated with the highest grades in 'Fashion and Costume Sciences' at the Sapienza University of Rome.

What influenced her choices the most was her early passion that never left her. She was only 20 years old when she started collecting vintage fabrics all over Italy and Europe.

Research has always been a starting point and an inspiration for the creative development of her style. Her aim is to make modern everything that looks retro: she analyzes the past, work on archives in order to look at the future. She likes to dare, to play and experiment new paths, following her inspirations and intuitions, always backed up by research, study and experience.

The goal of her line is to give a second life to all the interesting materials she can find and she'd like to think that with her work she can influence the new generation in doing sustainable project, not only in fashion but in life in general.

It's the only way we can save our planet.