

UNDER EMBARGO UNTIL 3RD NOVEMBER 2022 00:01 AM GMT

YOOX NET-A-PORTER AND THE PRINCE'S FOUNDATION LAUNCH FIRST-OF-ITS-KIND RESPONSIBLE CAPSULE DESIGNED AND HANDCRAFTED BY STUDENTS

The capsule marks the first time that Highgrove Gardens, adjacent to Their Majesties The King and The Queen Consort's private residence, has served as inspiration for a fashion collection.

LONDON, UK (3 NOVEMBER 2022) – YOOX NET-A-PORTER and The Prince's Foundation announce the launch of a responsible ready-to-wear luxury womenswear capsule collection. Available exclusively on NET-A-PORTER and YOOX, 50% of the RRP will be donated to The Prince's Foundation, to support its innovative training programmes. For the first time, Highgrove Gardens, adjacent to Their Majesties The King and The Queen Consort's private residence, has served as inspiration for a fashion collection.

The 13-piece capsule marks the culmination of the second edition of The Modern Artisan, YOOX NET-A-PORTER's and The Prince's Foundation's pioneering flagship training programme, which commenced [in 2019](#). Building on the success of [2020's first collection launch](#), this year's YOOX NET-A-PORTER for The Prince's Foundation capsule achieves a number of new milestones in YOOX NET-A-PORTER's [Infinity](#) sustainability journey. It is the first collection to align 100% with the [Infinity Product Guide](#), its sustainability and circularity design guidelines, and its first ever carbon neutral collection.

The programme and capsule reflect the initiative's commitment to advance sustainability in luxury fashion and preserve heritage textile skills. They also demonstrate the shared ambition of YOOX NET-A-PORTER and The Prince's Foundation to preserve the planet for future generations. The Modern Artisan aims to position artisanship as a viable and attractive career path for upcoming generations, equipping them with the skills to help shape a more circular industry. The 10-month paid programme supports eight British and Italian graduates through the end-to-end process of designing, handcrafting, and bringing a more sustainable luxury collection to a global market. During the programme, they were given the opportunity to showcase their work to His Majesty, then The Prince of Wales, at Dumfries House.

The design is inspired by Highgrove Gardens, run by The Prince's Foundation and renowned for sustainable and organic approaches to agriculture and horticulture. The Artisans were supported by industry experts from YOOX NET-A-PORTER, The Prince's Foundation, and several mentoring designer brands, including Gabriela Hearst, Nanushka and Stella Jean among others. Aligning with the Infinity Product Guide required careful selection of natural and certified materials with over 50% repurposed from surplus textile production through partner supplier Maeba International, and the application of circular design principles such as zero waste and data-informed design. The Artisans were given access to five years' of YOOX NET-A-PORTER customer insights to understand long-term customer preferences and design for longevity.

The collection was crafted by the Artisans in the Textile Training Centre at Dumfries House, headquarters of The Prince's Foundation in East Ayrshire, Scotland, where they undertook six months of intensive training in luxury small batch production. Training focused on advanced technical production skills within sewing, pattern drafting

and quality control, while also developing expertise to handle wool, cashmere, and silk to ensure garment finishes meet the luxury market standard. The Artisans also learnt about the product development process at Fashion Enter in London, and luxury knitwear manufacturing, as they designed four knitwear pieces, the only styles to be produced off-site by UK-based suppliers Johnstons of Elgin and Corgi.

Each piece is embedded with a Digital ID through YOOX NET-A-PORTER's partnership with EON, leveraging innovative technology to create a more circular industry and responsible customer mindset by unlocking unique product insights as well as care and repair and resale services. The Digital ID also shares with customers how YOOX NET-A-PORTER worked with environmental consultancy Carbonsink to minimise, calculate, and compensate for the carbon footprint of each garment. Carbon credits support the Artisans' chosen certified offsetting project: Kariba Forest Protection, which protects forests and wildlife and supports community-based training and upskilling on the Zimbabwean-Zambian border.

"We hope that consumers value fashion differently with a greater understanding of the skill and expertise involved at every stage of the production. Seeing the artisans develop their skills over the course of The Modern Artisan has been a source of pride for everyone involved, and we can't wait to see the impact they all make in the industry as they enter the next stage of their career." – **Jacqueline Farrell, Education Director, The Prince's Foundation at Dumfries House**

"We have been blown away by this group of next generation artisans and are delighted to bring this unique collection to NET-A-PORTER and YOOX customers around the world. With sustainability principles applied throughout the design and production process, the collection aligns with our ambition to drive a more sustainable and circular fashion system. We are grateful for The Prince's Foundation's partnership and commitment to protecting heritage skills that are the essence of luxury." – **Alison Loehnis, Interim CEO, YOOX NET-A-PORTER**

The YOOX NET-A-PORTER for The Prince's Foundation collection is available at NETAPORTER.com and YOOX.com, and their respective apps.

Followers of YOOX NET-A-PORTER and The Prince's Foundation are invited to join the conversation on social media using:

- #YNAP #ThePrincesFoundation #ModernArtisan
- **Instagram:** @YNAP @theprincesfoundation
- **Twitter:** @princesfound
- **Facebook:** @ThePrincesFoundation

For more information about The Modern Artisan project, please visit: www.ynap.com/pages/the-modern-artisan/

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NOTES TO EDITORS

The Modern Artisans for 2022 are:

- Zhenqi Weng, from Treviso, Italy and graduate of Politecnico di Milano
- Arianna Safayi, from Perugia, Italy and graduate of Politecnico di Milano
- Francesca Garrone, from Turin, Italy and graduate of Politecnico di Milano
- Adam Benbarek, from Turin, Italy and graduate of Politecnico di Milano
- Isabelle Pennington-Edmead, from Cheshire, UK and graduate of Nottingham Trent University and Manchester School of Art
- Merie Phillips, from South Lanarkshire, UK and graduate of Glasgow Clyde College
- Emily Dey, from Middlesbrough, UK and graduate of Teesside University

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- Emma Rose Atherton, from The Wirral, UK and graduate of University of Chester

The collection will be displayed at a public exhibit at Dumfries House, Scotland on 3 November 2022 alongside a series of talks from project partners about sustainable fashion. The 2022 edition of The Modern Artisan was launched at a pre-COP 26 event hosted by the UK Government's Department for International Trade in Milan in September 2021. The Artisans showcased their skills earlier this year at international craftsmanship exhibit Homo Faber in Venice, organised by the Michelangelo Foundation.

CONTACT

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ABOUT YOOX NET-A-PORTER

YOOX NET-A-PORTER is a leading online luxury and fashion retail business. Made up of four multi-brand online stores, NET-A-PORTER, MR PORTER, THE OUTNET and YOOX, it connects customers to the world's most coveted brands, bringing them outstanding style and impeccable service. In addition, YOOX NET-A-PORTER's ONLINE FLAGSHIP STORES partner with world leading luxury brands to power their own e-commerce destinations.

With 5.3 million customers in 180 countries, YOOX NET-A-PORTER takes a localised approach to serving its clientele around the globe through its network of offices and operations across the U.S., Europe, APAC and joint ventures with Alibaba in China and Symphony Investments in the Middle East.

Across its operations is YOOX NET A PORTER's Infinity 2030 strategy, its long-term commitment to drive a more sustainable and circular fashion system. Leveraging more than 20 years of data and insights, YOOX NET-A-PORTER continues to embrace next generation technologies including A.I., augmented reality and digital ID to evolve and elevate the customer journey.

YOOX NET-A-PORTER is part of Richemont.

ABOUT THE PRINCE'S FOUNDATION

The chief objective of The Prince's Foundation is to create sustainable communities. The charity aims to achieve this by developing and managing places to visit, running a diverse programme of education and training for all ages with particular focus on traditional and heritage skills, and offering employment, most notably at its headquarters at Dumfries House in Ayrshire, Highgrove Gardens in Gloucestershire, and at three sites in London. Its activity spans the world, with education programmes and placemaking initiatives in Europe, Africa, Asia, and North America.