

YOOX EXPANDS ONLINE MARKETPLACE WITH THE LAUNCH OF NEW HOME DÉCOR + ART CATEGORY

The marketplace, which launched in January 2022, signals YOOX NET-A-PORTER's broader transition to a hybrid operating model, designed to enhance the customer shopping experience.

MILAN, ITALY (8 November 2022) – YOOX, the world's leading online store for fashion, design and art and, part of YOOX NET-A-PORTER, continues to strengthen its robust product and brand offering with the launch of its new HOME DÉCOR + ART category. Initially launched in 2006, the category offers a meticulous curation of art and design products from globally and locally renowned home and design retailers, including MOHD and DESIGN REPUBLIC. As part of the launch and for the first time, furniture will be available to purchase, unlocking a more complete lifestyle offering for customers.

Housed on YOOX's online marketplace, the category will see an increase of almost 10,000 products in the first two months of launch alone. Currently the marketplace features over 300,000 new products from 2000 brands across jewellery, ready-to-wear, accessories, footwear and now home décor for customers in Europe to choose from.

"For over two decades, YOOX has been at the forefront of innovation, continuously pushing boundaries to create a unique shopping experience for its customers. YOOX was born as a one-stop lifestyle store, offering everything from fashion and accessories to design and art; with the launch of HOME DÉCOR + ART, we draw from our heritage roots, creating a holistic 360 degree lifestyle offering for customers, and enabling them to elevate their living space with some of the most renowned home and design brands." – **Valentina Visconti Prasca, Managing Director, YOOX**

Since launch, the YOOX Marketplace has received a positive response from both customers and brand partners and has driven additional traffic to YOOX, with nearly 20% of its customers being new to the online store. The integration of the marketplace also allows YOOX to continue to give emerging brands, such as Alohas, Maria La Rosa and Thais Bernandes a growing platform. To date, four times the initial number of brands have been onboarded.

The YOOX Marketplace is currently live in almost 30 European markets, with the highest volume of orders coming from Italy, Germany, Spain and France. Further expansion is set to follow in the US and Middle East. The YOOX Marketplace is part of YOOX NET-A-PORTER's broader transition to a hybrid operating model; designed to enhance the customer experience, it enables the leading online retailer to swiftly adapt and respond to market trends and customer preferences, reaching new and existing customers with greater efficiency. The flexible nature of its hybrid model will also strengthen its relationships with prestigious brand partners across its online stores as it continues to expand its product and brand offering for millions of customers around the world.

In addition to HOME DÉCOR + ART, YOOX's Kids category has also benefitted from the hybrid model, with an increase of over 70,000 products in the last three months from renowned brands including Kid's Company, Monnalisa and Harmont&Blaine.

Followers of YOOX NET-A-PORTER are invited to join the conversation on social media using: @YNAP #YNAP
For more information about YOOX NET-A-PORTER visit www.ynap.com.

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YOOX NET-A-PORTER GROUP

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 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. 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 underscore YOOX's focus 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 curated edit of sustainable brands.

At the forefront of innovation, YOOX has pioneered the use of artificial intelligence in fashion, launching its own label 8 by YOOX in 2018, the first collection ever powered by A.I. 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, YOOX provides a seamless shopping experience across all devices 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.