

8 BY COCO CAPITÁN presents CAPITANA The first collection from the Spanish artist: unisex total looks and a home-dedicated collection.



MILAN, ITALY (FEBRUARY 1st 2023) -
A man is never lost at sea.

By the power of nature and the sea comes 8 by Coco Capitán, the exclusive capsule collection created for YOOX by the Spanish artist.

A complete line, named CAPITANA, that proposes unisex looks with a transversal approach that breaks down all barriers and focuses on sustainability. Expression of freedom and uniqueness, in this collection the basic pieces of the wardrobe are reinterpreted in a contemporary way, designed for globe trotters in search of inspiration and stimuli. Sweatshirts, vests and t-shirts, but also pajama-style suits and accessories, together with home design objects: Coco

Capitán leaves her iconic mark on each piece designed. The classic messages in the bottle are transformed into its characteristic handmade phrases, created exclusively for this collection, and embroidered onto each item of the capsule: Lost Loser, Gei, Live Like You Are Gonna Die Cause You Gonna, among others.

"I decided to launch my first CAPITANA collection in collaboration with 8 by YOOX because I share with the brand the same values in terms of attention to the environment. YOOX has been able to develop and bring to life my idea to recycle waste materials and fabrics, using techniques and suppliers that share our same ideals, knowing their partners and knowing exactly how they operate. YOOX was completely in line with my goals," said Coco Capitán.

Attention to detail and materials with sustainability at the heart – with more than 80% of the collection made using deadstock materials, or organic cotton- this collaboration is an ode to living everyday life with flair and creativity. It channels a spirit that allows us to fly with fantasy to extraordinary places and worlds, where we can embrace who they want to be.





To celebrate the capsule collection, Coco Capitán has been creative director, producer and photographer of the launch campaign of the collection. The photos and the video are both made in analog respecting the editorial aesthetic of Coco. The concept reflects the identity of the CAPITANA collection: the sea, the blue, a sailboat, recreating familiar environments typical of her artistic imagination, using her sister Candela Capitán, as one of the protagonists of the campaign.

8 by Coco Capitán will be available exclusively on YOOX from February 2023.

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YOOX

Founded in 2000, YOOX is the leading online store for long-lasting fashion, design and art. YOOX allows all those who love the thrill of discovery to express their own style through a vast selection of quality garments at affordable prices, to be enjoyed season after season: unobtainable clothing and accessories for men and women from the most prestigious brands, children's fashion, design objects and exclusive collaborations with international artists. Since 2020, HI GUY_Z!, an area dedicated to Gen-Z with a selection of products and authentic style for the younger generation, has been integrated to underline YOOX's focus on this category.

Since its creation in 2000, YOOX has always promoted a conscious and responsible approach to shopping, encouraging customers to respect the planet through purchases that last. In 2009, YOOXYGEN was created, the environmental and social responsibility area that offers a careful selection of sustainable brands.

A pioneer in the field of innovation, YOOX has pioneered the use of artificial intelligence in fashion, launching in 2018 8 by YOOX, the first collection of essential garments for men and women, developed through the combination of technology and creative flair.

Present in over 100 countries with 10 languages and 7 currencies, YOOX delivers a flawless shopping experience from mobile, tablet and desktop, with easy returns and 24/7 multilingual customer support, 365 days a year. YOOX is part of the YOOX NET-A-PORTER GROUP.

COCO CAPITAN

Coco Capitán (born 1992 in Seville, Spain) lives and works in London and Majorca. She received her Master of Fine Arts with honors in Photography from the Royal College of Art in London in 2016. Her art is placed between the world of fine arts and the more commercial art and includes photography, painting, installation and prose. Recent solo exhibitions include Naïvy at the Maximilian William Gallery (London, 2021), Busy Living at the Maison Européen de la Photography (Paris, 2020) and Is It Tomorrow Yet? at the Daelim Museum (Seoul, 2019). She was recently included in the collective exhibition Infinite Identities, Huis Marseille, Museum for Photography, Amsterdam (2020). Her works are kept in the Collections of the Maison Européen de la Photography, Paris and Huis Marseille, Museum for Photography, Amsterdam. She has published several books, including Naïvy, If you have seen everything close your eyes and Midpoint between my home and China. Her luxury customers include Gucci, APC, COS, Benetton, Nike, Samsung and Dior. Her work has appeared in publications such as the New York Times Magazine, the British Journal of Photography, Dazed, M Le Monde, Document Journal and Vogue. She has been a guest of the University of Cambridge, the Royal

YOOX

College of Art, the University of Oxford, the Manchester School of Art, the London Southbank University and the Aalto University.