

YOOX

8 BY MERRY LAMB LAMB

An exclusive collection created with the Hong Kong artist to reinterpret upcycled 8 by YOOX pieces

MILAN, ITALY (JANUARY 12th 2023) On the occasion of the Lunar New Year, celebrating the Year of the Rabbit, YOOX and its private label, 8 by YOOX, present 8 by Merry Lamb Lamb, a special collection focused on upcycling.

When the New Year approaches, *the remnants of the past must be swept away*, says a Chinese proverb which has inspired 8 by Merry Lamb Lamb before a collection it represents a spirit of good intentions, including saying goodbye to what is no longer needed and making room for what awaits us.

A special collection created from upcycled 8 by YOOX pieces, reinterpreted to tell a cute but punk story, between innocence and rebellion.

The DIY approach plays a key role in this capsule, highlighted by vintage aesthetics and patchwork, ribbons, graphic prints and funny patterns, elements that create a collection formed by colorful t-shirts, denim jeans, vibrant crop jackets and a creative hat.

The undisputed protagonist is the «Holy Bunny», symbol of this Lunar New Year: a bunny that can be tender, innocent, cute but at the same time punk, with an aesthetic that winks at the new generations and their gender neutral and inclusive essence.

...everybody needs somebunny, sometimes!

Mending For Good is the project that has allowed to rework 8 by YOOX pieces according to the guidelines of Merry Lamb Lamb and her creative concept. Mending For Good goal's is to celebrate textile craftsmanship and tells stories of reuse of materials, blending aesthetics and ethics, collaborating with a network of expert artisans and selected social cooperatives, creating a new narrative based on creativity and dexterity.

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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.

Merry Lamb Lamb

"Merry" was a name given to Merry by her mother upon her birth. "Lamb Lamb" was a nickname given to her by her secondary-school friends. Merry Lamb Lamb loves electronic music. She enjoys playing video games and watching anime during her leisure time. She referred to this as her way of exploring unique sounds.

In Merry Lamb Lamb's early years, she gained interest from the crowd with her debut single, *Cosmic World*. *Cosmic World* has later on top charted as the Best Top 10 Cantonese Songs in Hong Kong. In 2018, Merry appeared in Tencent TV's music talent show RaveNow.

In June 2022, Merry released her debut melancholy album *Genesis*. Her latest single *Told You So* has been selected by a lot of a-list charts. She has been selected as Apple Music Up Next Artist.

Merry's music has also been topping the charts on Spotify. Hit singles such as "不清醒都市" and "Love" were nominated in both Taiwan and Hong Kong viral 50 charts.

In recent years, she has also worked exclusively with world-renowned fashion brands such as Gucci, Chanel, Moschino, Vivienne Westwood, Acne Studios and more.

Mending For Good

Mending For Good is a project whose activities are based on an idea of honest fashion, creating virtuous processes that celebrate excellent textile craftsmanship, tell stories of creative reuse of materials and inclusiveness, in which ethics and aesthetics blend with rigor. Mending For Good collaborates with a network of expert artisans and selected social cooperatives by implementing textile projects with an original design, creating at the same time a narrative made of a sense of community and collective work based on creativity and manual skills. Mending for Good is a "Back in the Loop" partner of C.L.A.S.S. echo hubs.