

8 by ORANGE FIBER

The first homeware collection from the winner of the second edition of Vogue YOOX Challenge

MILAN, ITALY (DECEMBER 6th, 2022) - High-quality fabrics created through innovative and responsible methods: this is what makes 8 by Orange Fiber, the first collection from 8 by YOOX dedicated to homeware, unique.

Created and produced by 8 by YOOX in collaboration with circular fabric producer, Orange Fiber, the exclusive capsule combines the design of the YOOX private label with the mission of Vogue YOOX Challenge's second edition winner, in an effort to champion more sustainable practices in the fashion industry.

8 by Orange Fiber is composed of four napkins and four tablecloths, with colourful trim on the edges and embroideries of fun cocktails, along with the iconic orange slice symbol. The symbol represents the Orange Fiber brand and symbolises its innovative origins in transforming a by-product of the citrus juice industry into fabric for fashion with patented production processes, fabrics which form the base of this homeware collection.

The collection also marks the debut of the YOOX private label in the world of homeware, providing the customer with an increasingly wide and contemporary product offering, attending to the needs of everyday life and the central role that home plays in our lives.

"This collection marks another step forward in YOOX's journey to prioritise high quality and more sustainable fabrics within our private label, 8 by YOOX. We would like to thank the Vogue team for facilitating this opportunity and Orange Fiber for their dedication to leveraging technology to identify new approaches and material innovations", says Valentina Visconti Prasca, Managing Director of YOOX.

The 8 by Orange Fiber collection contributes to YOOX NET-A-PORTER's Enable Better Choices commitment to increase the proportion of its products rated as more sustainable each year. The commitment forms part of YOOX NET-A-PORTER's sustainability strategy, Infinity, which reflects its ambitions to create a more sustainable, circular and inclusive fashion system by 2030.

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Note to Editors

Orange Fiber, fabric created from by-products of the citrus juice industry through patented production processes, account for 43% of the materials used within this collection.

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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.

YOOX

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.

ORANGE FIBER

Orange Fiber s.r.l. is the Italian company that has patented and produces circular fabrics from the by-products of the citrus processing industry.

The solution identified by Orange Fiber, extracting a raw material from a by-product, offers the opportunity to meet the growing need for materials for textile use while preserving natural resources. Since 2021, thanks to the collaboration with the Lenzing Group, the fiber TENCEL has been the basis of every fabric offered by the company, with the shared goal of promoting sustainability throughout the fashion chain and redefining the boundaries of innovation in the production of cellulosic fibers.

Orange Fiber products are the perfect ingredient for sustainability-conscious brands and designers who want to convey their values with innovative, high-quality products.