

YOOX

ARIES X YOOX



MILAN, ITALY (1st MARCH 2023) - *They*. When a simple pronoun becomes a symbol of a great change and inclusivity with an important message to spread: being free to live without problems, without ever feeling excluded. *They arise*. This is the concept of the capsule collection born from the collaboration between **Aries**, the genderless brand inspired by streetwear culture, and **YOOX**.

They, Together. The shooting reflects the concept of the capsule: brothers, sisters, couples and friends, who share the same wardrobe, showing that gender does not represent a barrier.

“No Problemo” and “They Arise” as a slogan-manifesto, refined fabrics combined with more common materials, tailoring-inspired essentials and unusual cuts: a mix-and-match that fully represents the mentality of the London based brand and its strong, but at the same time delicate, vision.

Available exclusively on YOOX, the collection is made up of **11 street-style pieces**, unisex garments and accessories that speak above all to the new generations. Sweatshirts, t-shirts and baseball caps, but also tops and leggings with technical fabrics and details from the activewear world. Sweaters, shirts and trousers created with the iconic Tie Dye technique, together with suits with a sartorial soul, elegant but versatile.

Expressing yourself without the need to label yourself is one of Aries' pillars, which is also manifested in this collection, with an intense inclusive spirit and unfailing avant-garde, to look at the future and break down any preconceptions.

Aries x YOOX will be available exclusively on YOOX from March 2023.

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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.

Aries

Aries is a non-gendered, luxury streetwear brand made in Italy, and created in London.

Founded by Sofia Prantera of Silas and Holmes fame, Aries was born out of an ongoing love of trash culture, outsider art, graphics and illustration. The brand reflects its Creative Director's Central Saint Martin's background training and fascination with garment dyeing, printing and a forensic approach to garment construction.

The brand's cultural output is realised through the release of self-published books, international art shows, exhibitions, experiences and collaborations which range from the cult and collectable to the esoteric, working with different artists and image makers who are an integral part of the Aries world, community and family.