

YOOX

YOOX BRINGS PRE-OWNED FASHION TO ITS ONLINE MARKETPLACE

MILAN, ITALY (23 FEBRUARY 2023) – YOOX, the one-stop fashion and lifestyle destination, part of YOOX NET-A-PORTER, introduces its new destination for pre-owned designer fashion, footwear and accessories. YOOX pre-owned enables customers to shop with circularity in mind and give a second life to designer fashion, through access to a broad assortment of pre-owned products that include rare or limited-edition collectables.

Available in almost 30 European countries, YOOX's pre-owned section, launched together with its "Endless Love" campaign, is housed on YOOX's online marketplace with over 2,000 pre-owned pieces from some of the most prestigious luxury brands. Each pre-owned product is curated specifically for the discerning YOOX customer, authenticated, and made available through YOOX's network of trusted third-party vintage and resale partners now operating on the YOOX Marketplace, including Reflaunt, Catch the Grail, Drip Drops, Millesime, and The Brand Collector.

By integrating the pre-owned offering into the YOOX Marketplace, customers can intuitively browse over 280,000 products featured across the marketplace as part of one holistic shopping journey. The addition caters to YOOX's community of conscious-minded shoppers, with sustainability credentials playing a key role in purchase decisions for over 80% of its customers.

The launch of YOOX pre-owned marks the first time YOOX NET-A-PORTER has introduced a dedicated destination for shopping pre-owned products through its online stores. It follows the roll-out of resale services powered by Reflaunt on NET-A-PORTER, MR PORTER and THE OUTNET in 2022, which give customers the opportunity to resell their pre-owned ready-to-wear, shoes, handbags and accessories, contributing to YOOX NET-A-PORTER's future vision for a connected customer journey that can extend the lifecycle of luxury fashion.

"At YOOX, sustainability has always been one of our core values and continues to be our north star as we strive to become a more responsible destination. We know it is an increasingly significant factor that influences the shopping behaviours of our customers, who care about how their purchases affect the world around them. YOOX pre-owned is not only an opportunity for customers to acquire special limited-edition and vintage pieces from their favourite designer, but it also empowers them to give pre-owned products a second life. This exciting venture creates a new and more conscious way for our customers to find their next most coveted item."

- **Valentina Visconti Prasca, Managing Director, YOOX.**

YOOX Marketplace was launched in 2022, as part of YOOX NET-A-PORTER's broader transition to a flexible, hybrid operating model, designed to accelerate its ability to reach new customers and strengthen its relationship with prestigious brand partners. The marketplace allows YOOX to offer even greater breadth in its assortment and strengthens its position as the one-stop fashion and lifestyle destination. Currently live in almost 30 markets across Europe, further expansion of YOOX Marketplace is set to follow in the US and Middle East in 2023.

YOOX pre-owned is available to shop online [here](#).

Followers of YOOX are invited to join the conversation on social media using: @YOOX
For more information about YOOX visit www.yoox.com.

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The services contribute to YOOX NET-A-PORTER's commitment to 'Unlock re-commerce' – one of 12 commitments within its ambitious '[Infinity](#)' sustainability strategy to 2030. Through this commitment, YOOX NET-A-PORTER aspires to give luxury products multiple lives by bringing innovative and exceptional re-commerce experiences to customers across its four online stores by 2025.

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.