

PRESS RELEASE

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YOOX NET-A-PORTER GROUP PILOTS DIGITAL ID TECHNOLOGY AHEAD OF ROLL OUT ACROSS ALL PRIVATE LABEL COLLECTIONS FROM 2021, ACCELERATING CIRCULARITY IN LUXURY & FASHION

- THE GROUP'S PILOTS KICKSTART THE ROLLOUT OF CUTTING-EDGE DIGITAL ID TECHNOLOGY ACROSS ALL ITS PRIVATE LABEL COLLECTIONS FROM 2021 ONWARDS
- DIGITAL ID WILL UNLOCK SERVICES FOR CUSTOMERS SUCH AS CARE AND REPAIR, AND WILL ENABLE RE-COMMERCE AND RECYCLING, ENHANCING PRODUCT LONGEVITY
- THE ROLLOUT IS PART OF YOOX NET-A-PORTER'S 10 YEAR INFINITY SUSTAINABILITY STRATEGY TO CLOSE THE LOOP AND DRIVE CIRCULARITY FOR THE LUXURY AND FASHION INDUSTRY

YOOX NET-A-PORTER GROUP, the world leader in online luxury and fashion, is piloting Digital IDs in a first move to roll out the technology across its private label collections from 2021 onwards.

The two Digital ID pilots are currently running across select items from the latest Mr P. collection for MR PORTER and the entire YOOX NET-A-PORTER for The Prince's Foundation collection. Customers shopping products included within the pilots can scan QR codes for each garment to access unique information, content and services. This includes provenance and design information, care instructions that ensure the pieces can be treasured for years to come, and inspiration to help customers style the items in their wardrobes over many seasons.

From 2021 onwards, YOOX NET-A-PORTER, working in partnership with Eon and leveraging its CircularID™ Protocol, will continue to develop the proposition, tailoring QR codes into each private label garment allowing customers to access the item's unique Digital ID.

Unique Digital IDs are virtual certificates that can be used to record each item's history – telling its story from manufacture through use, resale, reuse and recycling. The technology will allow customers and partners to easily check an individual garment's authenticity, provenance, history and considerations for styling and care and repair so that they can last for longer and encourage a circular mindset. Over time, the build of a connected and trusted ecosystem of authenticated products will enable the Group to offer new services to its customers, such as virtual wardrobe management, and re-commerce and recycling to allow garments that may fade to start a new beginning and form part of a circular fashion system.

"Today, when we buy a garment, it is often challenging to reliably keep track of where it was made, what it is made of, and its authenticity. This can make it difficult to care properly for garments over the long-term, to resell them, and even to recycle them. At YOOX NET-A-PORTER we believe that unique Digital IDs - essentially digital passports for the garments in our wardrobe - can help to overcome these challenges. By simply scanning QR codes tailored into each item, customers and partners will be able to access information, engaging content and services related to that individual product. And as our Digital ID ecosystem develops, important moments such as repair or resale can be digitally stamped in the passport, opening doors for the garment to

start a new beginning with another owner or to be recycled correctly, helping us to shift mindsets when it comes to longevity and circularity in luxury and fashion.”

– commented Giorgia Roversi, Director of Sustainability & Inclusion
YOOX NET-A-PORTER GROUP

The Digital ID programme has been led by the Group’s Sustainability and R&D teams and is part of YOOX NET-A-PORTER’s sustainability strategy, Infinity, launched in November 2020. By leveraging cutting-edge technology solutions such as Digital ID, the Group seeks to further accelerate sustainability and circularity in luxury and fashion by enhancing traceability of products and empowering customers to extend their lifetime. The aim is to deepen the understanding of where a product has come from and where it will go next, in the process of making sustainable options more intuitive and desirable and supporting the Group’s purpose to connect people with the joy of luxury and fashion that lasts a lifetime and beyond.

Once established within its private labels, the Group aims to share learnings in Digital ID with its brand partners to open opportunities for customers to access similar information that may help them extend the life of their entire wardrobe.

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About YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP YOOX NET-A-PORTER GROUP is the world leader in online luxury and fashion with 4.3 million high-spending active customers in 180 countries. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER connects the most discerning clientele with the joy of luxury and fashion that lasts a lifetime and beyond. It combines a curated edit of the world’s most coveted brands with personalised end-to-end service, all shaped by 20 years of insights into the modern shopper.

YOOX NET-A-PORTER is uniquely positioned in the high-growth luxury e-commerce sector thanks to a focused business model that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops: NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. In addition to this, the Group’s Online Flagship Stores Division partners with many leading luxury brands to power their own e-commerce destinations, including the next era of omnichannel solutions that blur the line between online shopping, mobility and the boutique.

YOOX NET-A-PORTER balances technology and human touch to create a truly luxury shopping experience. Artificial intelligence, augmented reality, voice and visual search are all innovations that the Group is developing to enrich the customer experience – which is nearly always via a smartphone. Sustainability increasingly shapes the way YOOX NET-A-PORTER conducts business, with a focus on ensuring lasting positive impact for people and the planet through circularity, transparency and collaboration.

YOOX NET-A-PORTER is a global Group with Anglo-Italian roots. Its localised approach to serving customers is supported by offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong. The Group strengthened its presence in the fast-growing Chinese and Middle Eastern luxury markets through joint ventures with the strongest local partners, namely Alibaba and Mohamed Alabbar’s Symphony Investments. YOOX NET-A-PORTER is part of Richemont. Federico Marchetti, founder of YOOX, is the Group’s CEO and Chairman.

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