

# YOOX

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## YOOX TO LAUNCH 2019 YOOXYGEN AWARD WINNER SHARON CHO x YOOX CAPSULE COLLECTION

This September, [YOOX](#) will partner with the winner of the 2019 YOOXYGEN Award and Parsons BFA Fashion Designer Graduate, Sharon Cho, to create a sustainable capsule collection. Conceptualized and developed over her six-month internship at YOOX's headquarters in Milan, [SHARON CHO x YOOX](#) offers suits, coats, and trousers for men and women in fabrics made of 100% recycled plastic bottles to eco-friendly produced wool.

For this collection, Cho merges YOOX's core values in sustainability and timeless fashion with her three main focuses: timelessness, tailoring and quality of materials. Cho's garments are a reinterpretation of what everyday clothing can be; worn on multiple occasions and styled in various ways that feels new during each wear. With tailoring at its core, jackets are made with detachable panels, allowing for adaptable lengths to suit different occasions. Unique embroidery such as her signature "origami tessellation design" decorate the back of each garment.

"My goal was to design a collection that allowed the consumers to achieve more for less. Garments made of sustainable fabrics, which can be styled in various ways for multiple occasions, not only require for less clothing in the closet but also provide an opportunity to make a positive impact in this fashion industry by promoting sustainability. These garments will not only provide elegance and style, but also confidence in knowing that you have made a conscious decision, a decision that helped make this planet more sustainable. For me as a designer, that confidence is everything." - *Sharon Cho*

[SHARON CHO x YOOX](#) epitomizes YOOX's continued commitment in helping young, emerging talents pursue sustainable practices in fashion. The collection, ranging from \$139 - \$684 USD, will be available for purchase on YOOXYGEN, YOOX's socially and environmentally responsible destination starting in mid-September.