

## **8 by YOOX Powered by Saltyco**

**An exclusive capsule collection with a sustainable spirit**



The winner of the first Vogue YOOX Challenge edition, Saltyco, and YOOX's private label, 8 by YOOX, joined forces to create 8 by YOOX Powered by Saltyco, a collection that embodies the perfect fusion of these two worlds. An oversized jacket, quilted trousers, the iconic bucket hat in a brand-new version and other minimally-styled pieces are the cornerstones of this exclusive capsule that combines style and attention to the environment, the contemporary design of 8 by YOOX and Saltyco's responsible commitment, thanks to the use of their BioPuff® material.

The Saltyco padding for this capsule collection is created with natural plant fibers. BioPuff® is the result of several innovations; grown in wetlands through regenerative agriculture and alternative water sources, avoiding the need for irrigation with fresh water and reducing the consumption of this resource in the textile sector. The natural structure of BioPuff® fibers is designed to trap heat and ensure excellent insulating properties, comparable to those of goose down.

The collection, in addition to BioPuff®, uses Amni Soul Eco® as external material, which thanks to its special composition facilitates, in conditions of anaerobic landfill, the digestion of waste material by bacteria, accelerating the biodegradation process, following the ASTM D5511 method. Amni Soul Eco® can biodegrade in about 5 years, compared to over 50 years for conventional synthetic fibers.

*The collection will go live exclusively on YOOX on the 2<sup>nd</sup> of December.*

With 8 by YOOX Powered by Saltyco, YOOX responds to the commitment of YOOX NET-A-PORTER GROUP People Positive as part of its 2030 sustainability strategy, Infinity. Through People Positive, and the Build an Inclusive World commitment, the Group will continue to use its platforms and global influence to voice and support organizations, businesses and individuals who are striving for inclusiveness.

### **Notes to the Editor**

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#### **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.

For further information, please contact:

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Encouraging conscious and responsible shopping has been central to YOOX's philosophy since it launched 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 in 2018 its own label 8 by YOOX, the first collection ever powered by AI combined with YOOX's unique creative flair. Available in more than 100 countries with 10 languages and 7 currencies, YOOX provides a seamless shopping experience across mobile, tablet and desktop, with easy returns and multi-lingual customer care 24/7, 365 days a year.

YOOX is part of YOOX NET-A-PORTER GROUP.

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### **About Saltyco**

Saltyco is a materials science company that makes planet-positive textiles. Their mission is to build completely new supply chains for the fashion industry by reimagining everything from farming to manufacturing. To do this, Saltyco works with farmers and conservation groups to grow plants that heal areas of damaged land. Through this, they gain a source of raw material for textile production whilst simultaneously improving biodiversity, capturing carbon and saving resources.

If you want to know more visit us at our website [www.saltyco.uk](http://www.saltyco.uk) and Instagram.

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