

YOOX

FIND YOUR TREE LOVE:

YOOX celebrates 21 years thinking about the Planet

YOOX turns 21 and wants to celebrate with a mission dedicated to the nature and the Planet.

Find Your Tree Love is the initiative conceived in collaboration with Treedom, the first web platform that allows you to plant remotely a tree and follow its history online. YOOX, with the help of Treedom, has already planted 500 trees in Cameroon which could double up thanks to YOOX users.

From 14 to 20 June it will be possible to join the mission by visiting the page dedicated to the initiative on [yoox.com](https://www.yoox.com). Here each user will have to choose their *Tree Love*, or the type of tree they would like to plant between cocoa, avocado and coffee, and take part in an Instagram challenge. Participating will be simple: each user will have to wear their best look and take a picture of themselves with their favorite tree, tag @yoox and use the hashtag #yooxtreelove. The more shares there will be, the more trees will be planted and the closer we will be to the final goal: reaching 500 shares to plant 500 new trees to add to the 500 already planted by YOOX.

Along with the mission with Treedom, there is another prize for the participants: those who vote for their Tree Love will be able to take part in a draw of 50 vouchers ranging from € 100 to € 1000 for shopping on YOOX.

Find Your Tree Love responds to YOOX NET-A-PORTER GROUP's commitment to "Climate Positive" as part of its 2030 sustainability strategy, Infinity. Through Climate Positive, the Group will contribute to the reduction of CO2 emissions by making private labels and operations more sustainable by 2030.

Link > <https://www.yoox.com/project/yooxtreelove>

Note to the Editor

YOOX NET-A-PORTER GROUP's Design for Circular commitment falls under the Circular Business area of its 2030 sustainability strategy, Infinity.

Per ulteriori informazioni, contattare:

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Infinity reflects the Group's ambitious vision to create a more sustainable, circular and inclusive fashion system, connecting people with the joy of luxury and fashion that lasts a lifetime and beyond. Infinity is underpinned by 12 measurable commitments that connect to the United Nations Sustainable Development Goals, along with tangible projects that will start to facilitate positive change today across four areas: Circular Business, Circular Culture, Planet Positive and People Positive.

Explore YOOX NET-A-PORTER GROUP's Infinity:
<https://www.ynap.com/pages/sustainability/infinity/>

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.

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. With YOOXMIRROR, a virtual styling suite driven by AI, YOOX offers a ground-breaking customer experience, allowing users to create their own avatar and digitally try-on looks in their app. 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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TREEDOM

Founded in 2010 in Florence by Federico Garcea and Tommaso Speroni, Treedom is an online platform that allows anyone to plant trees in different countries around the world. The company, certified B-Corp in 2014, is the first to provide its customers the opportunity to receive an image of the trees planted together with their GPS coordinates and updates on the history of the project in which the tree participates.

Treedom operates in many different countries such as Tanzania, Ecuador, Kenya, Haiti, Cameroon, and with its activity aims to combat deforestation, protect biodiversity and reduce CO₂ emissions in the environment but also to support small local farming communities.

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