

# YOOX

## HI GUY\_Z!

### A space dedicated to Generation Z is born on YOOX

A completely new space dedicated to Generation Z, HI GUY\_Z!, will debut on June 1<sup>st</sup> on YOOX. A place where GenZers can express themselves and feel at home, conceived as a real concept store, a moodboard made up of images, suggestions and words from which they can be inspired to express the culture and values of Gen Z in an authentic and real way.

Introduced by a video manifesto of the area that shows the GenZer in their uniqueness and spontaneity: created with the contents created by the selected TikTokers, alternating with images and videos with street-casting models, this video gives voice to their emotions and principles they strongly believe in.

The language of the HI GUY\_Z! area is based on the Gen Z way of communicating: slang, chatty and informal. There are elements taken from texting - iconic for a generation that was born digital and always connected - along with slogans and statements that best represent their ideas and values (for example gender fluidity, being conscious and diversity).

Within the section, presented with a unique style, the products are designed specifically for the youngest, to help them refine their wardrobe and find everything they are looking for within YOOX's selections.

The area will be the ideal playground for new collaborations, new inspirations, and style experiments, with the aim of bringing the world of YOOX closer to the new generations.

#### 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:

YOOX Press Office ITALY Via Morimondo 17 20143 Milan M +39 342 75362631 [martina.severifabbri@ynap.com](mailto:martina.severifabbri@ynap.com)

# YOOX

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.

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For further information, please contact:

**YOOX Press Office** ITALY Via Morimondo 17 20143 Milan M + 39 342 75362631 [martina.severifabbri@ynap.com](mailto:martina.severifabbri@ynap.com)