

# YOOX

## #YOOXSOCERCOUTURE 2021

Fashion meets sport in a new football-inspired capsule collection in partnership with EA7  
Exclusively for yoox.com



With the most important football event kicking off in Rome soon, YOOX decided to dedicate a special collection to Italy, with EA7 Emporio Armani.

YOOX and SEPP – Football Fashion, a magazine curated by Markus Ebner since 2002 - have collaborated again for #YOOXSOCERCOUTURE to launch a capsule collection in partnership with EA7 Emporio Armani. The winning strike: a graphic that is a reminiscent of a football field.

**#YOOXSOCERCOUTURE** was presented for the first time on the occasion of the Brazil world tournament in 2014 introducing designer names like MSGM or AMI interpreting the colors of their nationalities in a fan sweatshirt and it is now a recurrent initiative for every cup. Other fashion-forward brands who took to the field with YOOX and SEPP, through prints and unique designs range from JW Anderson to Dries Van Noten, Paul Smith to Marni, or even Vivienne Westwood.

For this occasion, YOOX and SEPP decided to elevate the inaugural match, scheduled for June 11<sup>th</sup> at Stadio Olimpico in Rome, involving one of the most historical and renown names in fashion with EA7 Emporio Armani.

*“It’s a pleasure for YOOX to work again with SEPP and have the opportunity to create a capsule collection with a brand like EA7. This important tournament and its Roman opening match*

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*scheduled originally for 2020 could be seen as a positive signal of hope and joy for the whole world, and a moment of pride for Italy”, says Paolo Mascio, President of YOOX.*

**The 100% Made in Italy #YOOXSOCERCOUTURE capsule collection takes the field from the beginning of June, when it will be available exclusively on yoox.com.**

## 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.

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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### About SEPP

SEPP is the premium magazine uniting football and fashion. SEPP Nr. 1 was launched in 2002 for the World Cup in Japan/Korea. This unique publication printed every two years coinciding with the World Cup and Euro is bringing the best names of fashion and football together. By using the world’s most popular sport as its vehicle, SEPP represents a huge trend in fashion and publishing – the merging of sports and style. SEPP is named after Sepp Herberger, the legendary coach who helmed Germany to its first World Cup title in 1954.

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