

# ***Alighieri x YOOX***

***An exclusive collection to celebrate a unique bond***



The Alighieri x YOOX collection is a capsule dedicated to friendship, love and sharing special moments.

Alighieri is a London based, sustainable jewellery brand inspired by Dante Alighieri's "Divine Comedy", founded by Rosh Mahtani in 2014 to guide her through a dark time.

The unique, unisex capsule collection, is created through the ancient process of lost wax casting: here the jewels are transformed from wax to bronze and then carefully gold plated all in the heart of London's jewellery district Hatton Garden. This collection, a set of broken heart padlock necklaces that fit together in reunion, a bracelet, two rings and two pairs of colored ceramic earrings, has been specifically designed for GenZ and has taken inspiration from the 90s when Rosh was their age, harking back to what was important to her back then. Here we celebrate the ability to find meaningful friendships and relationships and nurturing them so beautifully. "Remember when you would say goodbye to your friends at the end of the day and you would hug them like you would never see them again, this is the sort of love we want to celebrate!", tells Rosh Mathani.

"The Alighieri x YOOX capsule is a collection of symbols to guide the younger generations through the ups and downs of life's daily challenges and adventures."

The collection, is also included in the YOOXYGEN section due to Alighieri's sustainable and ethical practice. In 2020, Alighieri won the Queen Elizabeth II Award 2020 for British Design and continue their commitment to working with local UK manufacturers, mindful of keeping the craft alive, and maintaining a low carbon footprint amongst various other initiatives.

**The Alighieri x YOOX capsule will be available from 20 January exclusively on YOOX.**

Per ulteriori informazioni, contattare:

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## Notes to the Editor

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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. From 2020, HI GUY\_Z!, a dedicated Gen-Z area with a selection of products and an authentic look and feel for the younger generation has been added, to underline YOOX's effort on this category.

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

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### Alighieri

Rosh Mahtani founded Alighieri to guide her through a dark time. Each fragmented talisman is inspired by Dante Alighieri's Divine Comedy. These Modern Heirlooms celebrate the beauty of human imperfection and vulnerability.

Rosh is driven by telling stories through the universal language of jewelry that bring people together by unlocking narratives and embarking on adventures.

Follow @alighieri\_jewellery on Instagram

For more information about Alighieri please visit [www.alighieri.co.uk](http://www.alighieri.co.uk)

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