

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 underscore YOOX's focus on this category.

Encouraging conscious and responsible shopping has been central to YOOX's philosophy since it launched more than 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 its own label 8 by YOOX in 2018, the first collection ever powered by A.I. combined with YOOX's unique creative flair. The collections, developed by an innovation-focused creative team, are among the most sought-after and successful brands on the platform.

Available in more than 100 countries with 10 languages, YOOX provides a seamless shopping experience across all devices with easy returns and multi-lingual customer care 24/7, 365 days a year. With the desire to engage and stay in touch with customers all over the world, YOOX's social base grows and develops with new interaction formulas in search of continuous dialogue and open exchange with respect to trends and interaction between people in every corner of the world. YOOX is part of YOOX NET-A-PORTER.

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