



UNDER EMBARGO UNTIL 1st OF JULY 2022

## THE GIVING MOVEMENT X YOOX

*An activewear and streetwear collaboration in the call of sustainability and inclusiveness.*

*YOOX joins forces for the first time with a Dubai-born contemporary brand for an exclusive capsule collection celebrating self-love. At the same time, YOOX, caters to the needs of regional customer by launching the "Modestwear" section on its website.*

**MILAN, ITALY (XX MONTH 2022)** – *Love Yourself First.* This is the message that stands out on The Giving Movement x YOOX capsule collection, born from the collaboration between The Giving Movement and YOOX.

A manifesto statement, which aims to unite these two worlds and their common vision: to always feel at ease and feeling good about oneself.

The capsule collection on sale exclusively on YOOX consists of 14 pieces between sportswear and streetwear, and complements the brand's entire collection which aims at total inclusion in terms of gender, size and age.

In addition to a line of activewear for women, men and children, there is also a modest line that focuses on long, opaque garments such as maxi tunics, oversized shirts, trousers and veils that The Giving Movement is producing for the first time exclusively for YOOX. The leitmotif of this capsule collection is freedom in all its forms: whether it is understood as freedom of movement or freedom to express oneself.

"Conscious consumerism is a global initiative, and a collaboration exclusive to YOOX is a beautiful opportunity to come together and make an even larger impact. The Giving Movement's story is proof of power in numbers, donating \$4 with each item purchased and being on the cusp of crossing \$2 million in donations." – **Layal Akouri, CEO, The Giving Movement.**

In addition to the focus on inclusivity, the garments in The Giving Movement x YOOX collection have an environmentally conscious approach and boast **OEKO-TEX Standard 100**, **GRS** (Global Recycled Standard) and **GOTS** (Global Organic Textile Standard) certification. The capsule pieces present the best of the brand's lookbook, and are all made from the TGM in-house innovated fabrics, being sustainable and ranging from organic ethically-sourced cotton to 100% recycled polyester, recycled plastic bottles and recycled spandex.

YOOX's catalogue has also been revamped for the occasion: an ad hoc section dedicated to modest-wear has been created, encompassing all the garments and proposals that align with the criteria of this type of clothing.

"The partnership with The Giving Movement reinforces YOOX's global approach and its core values of inclusivity. With the arrival of modestwear on our site, we want to make all our customers around the world feel comfortable, without any distinction" - **Manuela Strippoli, Brand & Communication Director, YOOX.**

The Giving Movement x YOOX capsule will be available from 7<sup>th</sup> of July exclusively on YOOX.

Followers of YOOX are invited to join the conversation on social media using: @YOOX

For more information about YOOX visit [www.yoox.com](http://www.yoox.com) .

###

### ABOUT YOOX

Established in 2000, [YOOX](http://www.yoox.com) 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.

#### **ABOUT THE GIVING MOVEMENT**

Launched in April 2020, The Giving Movement is Dubai's homegrown streetwear label created to alter the way fashion is consumed and shed light on conscious consumerism. With the philosophy of "small acts multiplied by many can transform the world," The Giving Movement donates \$4 to charity with each item sold. The amount is enough to ensure basic needs (food, shelter, water) for a child in need for one week. The brand is on the cusp of crossing \$2 million in donations. The local gamechanger invests in eco-friendly innovation through 100% sustainable fabrics: recycled nylon, recycled polyester, recycled spandex, organic cotton and more in the lab — normalising the use of sustainable fabrics to make them more accessible and cost-effective. The sustainable and ethical values of the brand trickle down through its supply chain: ensuring that all workers in every aspect of production are provided with fair wages and working conditions. Everything is sourced locally in the UAE, from supply to production, allowing the brand to decrease its carbon emissions and contribute to the local and regional economy. With collections made for women, men and kids, the brand channels Humanity in Motion through sustainable hoodies, sweats, T-shirts, joggers, jackets and more — and has exclusive curated collections for modesty and maternity. The Giving Movement ships internationally, with same-day delivery in the UAE and express delivery across the world.