

YOOX NET-A-PORTER GROUP continues to teach digital education through the lens of fashion

New digital education activities will take place in Italy and the UK during this week's Hour of Code global event

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For the third consecutive year, YOOX NET-A-PORTER GROUP (YNAP) is participating in Code.org's Hour of Code initiative - the biggest technology learning event worldwide aimed at expanding participation in computer science. The leading online luxury fashion retailer is hosting dedicated activities in the UK and Italy to inspire children, especially young girls, to learn about technology through the lens of fashion.

This Friday, a group of local girls aged between 15 to 18 will head to YNAP's West London Tech Hub to take part in a special fashion focused hackathon. The session, delivered by YNAP tech team, will teach the budding innovators how to code the design of a t-shirt inspired by brands sold on NET-A-PORTER and MR PORTER sites. YNAP developers will also be delivering inspirational talks and showing the students what a typical morning in a busy technology office looks like, offering them an inside look at projects and activities various YNAP teams are working on.

In Italy, YNAP is joining forces with Fondazione Golinelli to host public programming workshops and sessions for younger children aged between 4 and 14 both at Opificio Golinelli as well as visiting local primary and secondary schools. YNAP volunteers will teach the youngest attendees pixel creation and drone programming. Meanwhile those aged 12 and above will learn about block programming by creating the perfect look for this season using Sphero, a programmable sphere-robot.

These Hour of Code sessions are the latest events in the digital education programme that YNAP runs in partnership with Imperial College London and Fondazione Golinelli in Italy. Since 2016, over 5400 young people between the ages of 3 to 18 have participated. In 2018 alone, more than 3400 young people have been trained, with 70% taking part in the Imperial Codelab classes being female.

The learning activities for this Friday's session in London have been designed by the 'Imperial Codelab powered by YNAP' team, – a joint initiative between YNAP and Imperial College London which has been teaching the basics of coding to under-represented groups, with a focus on girls. The classes take place in West London.

Deborah Lee, Chief People Officer at YNAP said:

“As an online luxury fashion retailer, our business depends on hiring the very brightest digital talent. Equipping young people with the skills they need is a way for us to widen our future pool of talent while in turn boosting the wider digital economy as a whole. We are proud that our digital education programme has now reached over 5400 children and we're looking forward to inspiring more young people, especially girls, to unlock their creativity through tech in 2019.”

Susan Eisenbach, Professor of Computing, Imperial College London said:

“Through Imperial CodeLab powered by YNAP, we hope to inspire the next generation of tech innovators and attract more girls to the tech industry. 67% of the students attending these classes feel inspired to study Computer Science at GCSE level, this is real testament to what can be done when exploring coding through a creative approach, such as the lens of fashion.

-ENDS-

YOOX NET-A-PORTER GROUP

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NOTES TO EDITOR

HOUR OF CODE

Hour of Code takes place 3-9 December during Computer Science Education Week and involves tens of millions of students, from 4 to 104 years old, with events in over 180 countries, of which over 1,300 in the United Kingdom and over 40,949 in Italy.

YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world's leading online luxury fashion retailer. The Group is a Global company with Anglo-Italian roots, the result of a game-changing merger, which in October 2015, brought together YOOX GROUP and THE NET -A-PORTER GROUP; the two companies had revolutionized the luxury fashion industry since their birth in 2000.

YOOX NET-A-PORTER GROUP is a unique business with an unrivalled offering including multi-brand in-season online stores [NET-A-PORTER](#) and [MR PORTER](#), and multi-brand off-season online stores [YOOX](#) and [THE OUTNET](#), as well as numerous [ONLINE FLAGSHIP STORES](#), all "Powered by YNAP".

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 3 million high-spending customers generating around 1 billion visits worldwide. The Group has offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong and delivers to more than 180 countries around the world.

Since June 2018, the Group is subject to the management and coordination of Compagnie Financière Richemont S.A.

For further information: www.ynap.com

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