



THE MODERN
ARTISAN

**THE PRINCE'S FOUNDATION AND YOOX NET-A-PORTER GROUP ANNOUNCE A NEW PARTNERSHIP -
THE MODERN ARTISAN PROJECT**

- The Modern Artisan empowers specially selected students from the UK and Italy to design and produce a sustainable luxury capsule collection of menswear and womenswear as part of a new training initiative to strengthen textile skills training
- Launching in mid-2020, the collection will be sold across all four YOOX NET-A-PORTER brands in a Group first
- Profits from the sale of the collection will be donated to The Prince's Foundation

London, 13 November 2019:

The Prince's Foundation and YOOX NET-A-PORTER GROUP today announce the launch of a new partnership and unique project; The Modern Artisan. The collaboration is designed to equip young artisans with the skills to succeed in a fast-paced digital landscape and produce luxury apparel collections to the highest standards.

The evolution of an established relationship between HRH The Prince of Wales, President of The Prince's Foundation, and YOOX NET-A-PORTER GROUP Chairman and CEO, Federico Marchetti, the partnership unites two specially selected groups of students and recent graduates in an Anglo-Italian alliance that explores what it means to be a Modern Artisan today.

Celebrating the marriage of artisanal textile and data-driven design expertise with high-end sustainable manufacturing at its heart, the students will be supported through the process of designing, manufacturing and bringing to market a luxury Autumn/Winter capsule collection of menswear and womenswear. The collection will have sustainability at its core, reflecting the shared values of HRH The Prince of Wales, The Prince's Foundation and YOOX NET-A-PORTER GROUP.

The collection will be launched next year in celebration of YOOX NET-A-PORTER GROUP's 20th anniversary. In a Group first, the collection will be sold across all four YOOX NET-A-PORTER GROUP brands (YOOX, NET-A-PORTER, MR PORTER and THE OUTNET). Profits from the sale of the collection will be donated to The Prince's Foundation to support its charitable work.

Six Italian students selected from leading design school, Politecnico di Milano, will design the collection, drawing inspiration from both the convergence of art and science in the work of Italian polymath Leonardo Da Vinci, in the 500th anniversary year of his death, and the rich heritage of British and Italian textile craftsmanship. The design process, supported by the Politecnico's Fashion in Process (FiP) research laboratory, will be informed by exclusive access to YOOX NET-A-PORTER GROUP's extensive data insights to identify long-term customer design preferences.



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While the Italian artisans are designing the collection, The Prince's Foundation will work with six graduates from the United Kingdom to take part in a specially designed four-month training course in luxury small batch production skills designed to help them gain employment in the industry. During the course, the graduates will develop the expertise to handle wool, cashmere and silk fabrics to ensure garment finishes meet the requirements of the luxury market. This training will equip the students with the skills needed to manufacture the collection at Dumfries House, the headquarters of The Prince's Foundation in Ayrshire, Scotland.

Jacqueline Farrell, Education Director for The Prince's Foundation at Dumfries House, said:

"At The Prince's Foundation, we deliver education programmes to thousands of people every year inspired by the vision of HRH The Prince of Wales. Sustainability is at the heart of everything we do so we are proud to have partnered with YOOX NET-A-PORTER GROUP to deliver this truly innovative training programme. This project is the culmination of our Future Textiles initiative which starts by giving school pupils an introduction to the textile industry and goes right through to The Modern Artisan project which offers an inspiring progression route to any young person wishing to enter the fashion and textile industry."

YOOX NET-A-PORTER GROUP Chairman and Chief Executive Officer, Federico Marchetti, said: "Designed in Italy and crafted in the UK, The Modern Artisan collection will be an important expression of how talent and technology can work across boundaries and borders. This project, part of a long-term partnership between YOOX NET-A-PORTER and The Prince's Foundation, will help equip a new generation of skilled men and women to fuse traditional craft with digitally-infused creativity – and, importantly, to do so sustainably, following the example of HRH The Prince of Wales who has dedicated the last 40 years to building a more sustainable future."

Throughout the project, the two groups of trainee artisans will meet in cultural exchanges both in Milan and in Scotland, collaborating on product development to advance their collections from design stage through to final samples.

Following the launch of the collection in mid-2020, The Modern Artisan project will be exhibited at the Michelangelo Foundation's Homo Faber showcase of European craftsmanship.

For more information please visit: <http://www.ynap.com/>

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ABOUT YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world leader in online luxury and fashion with over 3.5 million high-spending active customers in 180 countries. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by nearly 20 years of insights into the modern luxury shopper.

YOOX NET-A-PORTER is uniquely positioned in the high-growth luxury e-commerce sector thanks to a focused business model that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops: NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. The Group's Online Flagship Stores division partners with many leading luxury brands to power their own e-commerce destinations, including the next era of omnichannel solutions that blur the line between online shopping, mobility and the boutique.

YOOX NET-A-PORTER balances technology and human touch to create a truly luxury shopping experience. Artificial intelligence, augmented reality, voice and visual search are all innovations that the Group is developing to enrich the customer experience - which is nearly always via a smartphone. Sustainability and social responsibility increasingly shape the product offering as they do the way YOOX NET-A-PORTER conducts business and drives positive change.

YOOX NET-A-PORTER is a global Group with Anglo-Italian roots. Its localised approach to serving customers is supported by offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong. The Group strengthened its presence in the fast-growing Chinese and Middle Eastern luxury markets through joint ventures with the strongest local partners, namely Alibaba and Mohamed Alabbar's Symphony Investments.

YOOX NET-A-PORTER is part of Richemont. Federico Marchetti, founder of YOOX, is the Group's CEO and Chairman.

ABOUT THE PRINCE'S FOUNDATION



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At its heart, The Prince's Foundation is about supporting people to create community. Whether through building sustainable housing or regenerating neighbourhoods, developing family attractions or teaching traditional arts and skills, The Prince's Foundation is leading the way forward.

From transforming our public realm to providing skills-based education, The Prince's Foundation is about championing and celebrating the most important part of any community: its people.

The Foundation offers innovative and inspiring skills-based courses in a broad range of subjects, from traditional arts and heritage craft skills, to architecture and design, science, engineering, horticulture and hospitality, all emphasising the greater social cohesion that transpires when members of a community learn, as well as live, together. Programmes take place within and beyond the charity's sites, including at Dumfries House, with its Education Farm, STEM centre and Health and Wellbeing Centre, and in Shoreditch, East London.