

# YOOX

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## **YOOX presents Peggy Gou x YOOX A “Ready-to-go” Pyjamas Capsule Collection**

This December, YOOX joins forces with fashion icon and one of today’s most coveted deejays, Peggy Gou, to present Peggy Gou x YOOX, an exclusive capsule collection of “ready-to-go” pyjamas. Selected for her eclectic personality and ever-evolving style, for her first collaboration with YOOX, Peggy Gou has chosen to reinterpret the two-piece pyjamas, a garment that she personally enjoys wearing and styling in her day and evening outfits.

Over the last decade, pyjamas have evolved from being mere nightclothes to becoming integral part of women’s outerwear, winning the favour of celebrities and influencers globally. Shown in the most prestigious catwalks, it has been reinterpreted by numerous designers that have elevated it to the status of all year round essential.

Peggy Gou x YOOX has been created for all women who love to wear pyjamas outside their houses, and features versatile and comfortable silhouettes, which are perfect for a wider range of occasions throughout the day: from leisure to evening party, from business meetings to an aperitif with friends.

For this collaboration, Peggy Gou has created two two-piece pyjamas and a kimono, choosing to work with two colours, black and yellow, and three different fabrics: viscose, velvet and cupro, a regenerated cellulose fabric made from cotton waste. The first model features a black cupro shirt and pair of pants with yellow-piping details, whilst the second model, also made of viscose, includes a shirt and pair of pants in an exclusive yellow print with recurring graphic patterns. The capsule collection is completed by a black velvet kimono with yellow piping, which, as the previous two models, can be mixed and matched both with the viscose black and yellow pants.

A capsule collection for the sartorially daring women, Peggy Gou x YOOX will be available globally starting from mid-December, perfect timing leading up to the Festive Season.