

# YOOX NET-A-PORTER GROUP DONATES WELLBEING CARE PACKAGES TO NHS INTENSIVE CARE UNIT STAFF

YOOX NET-A-PORTER GROUP has donated care packages to NHS staff on the front line of the COVID-19 crisis. In total, 2,200 essential items have been gathered for The Intensive Care Society (ICS) by the Group and a number of its brand partners. The items have been compiled into ICS Wellbeing Packages for staff working in Intensive Care Units across four London hospitals: St George's Hospital, King's College Hospital, Royal Free Hospital, and The Royal London Hospital.

The ICS Wellbeing Packages initiative aims to support the wellbeing and morale of NHS staff caring for Intensive Care Unit patients affected by COVID-19. YOOX NET-A-PORTER GROUP has assembled the donation for nurses, trainees, theatre teams, cleaners, porters and operating department practitioners in ICUs.

The donation responds to a call to action for consumer businesses from [The Intensive Care Society](#), a charity and critical care organisation which represents over 3,000 medical, nursing and allied health professionals. The ICS considers staff wellbeing a core priority throughout its COVID-19 response. It launched ICS Wellbeing Packages in early March to ensure that much-needed resources are directly reaching individual Intensive Care Unit team members.

Essential items requested for the initiative and donated by YOOX NET-A-PORTER GROUP, including toiletries, t-shirts, pyjamas, socks and underwear, have been delivered to the four London hospitals by the Group's Volunteered Vehicles - its Premier Delivery Service vans which have been supporting charity partners in delivering essentials to local communities.

YOOX NET-A-PORTER GROUP expresses gratitude to its brand partners at NET-A-PORTER and THE OUTNET who have stepped forward to provide supplies for this donation: CHINTI & PARKER, Commando, JAMES PERSE, MARKUS LUPFER, Virtue, Iles Formula, and WACOAL.

This commitment is part of a broader programme of initiatives by YOOX NET-A-PORTER GROUP to help its communities around the world. It follows YOOX NET-A-PORTER's Volunteered Vehicles initiative, in which the Group's Premier Delivery service fleets support charity partners to deliver essential supplies to vulnerable communities. To date, YOOX NET-A-PORTER's Volunteered Vehicles have made over 3,300 deliveries of food, essentials and medicines through charities [God's Love We Deliver](#) in New York, the [Italian Red Cross](#) in Milan, [ImpactHK](#) in Hong Kong, and seven local Age UK charities in London, in addition to supporting the [Emergency Designer Network](#) to deliver over 3,000 items of PPE to front-line hospital workers.

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# YOOX NET-A-PORTER GROUP

## About YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world leader in online luxury and fashion with 4.2 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 Chairman and CEO.

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