

## YNAP WELCOMES BACK ALESSANDRA ROSSI AS PRESIDENT OF OFF-SEASON

LONDON, 3 April 2017 – YOOX NET-A-PORTER GROUP today announces the appointment of Alessandra Rossi as President, Off-Season.

In her new role, Rossi will be responsible for the strategic direction of the Off-Season division, which includes YOOX and THE OUTNET. She succeeds Luca Martines, who previously reported into her during her time as Managing Director of YOOX.

Rossi's proven management skills and long-standing relationships within the luxury fashion industry position her perfectly to grow YNAP's leading share of the online off-price luxury goods market. She will drive Off-Season's growth through a combination of increasing the high-value customer base, international expansion, and growing the depth and quality of the product offering, including through YOOX & THE OUTNET's Private Labels.

Rossi will work closely together with Martines to ensure her seamless transition into the role while continuing to grow the Off-Season business. Martines will then refocus on accelerating the Group's expansion in APAC, a core growth market for the Group, seating on the boards of YNAP's Japanese and Hong Kong subsidiary. He will bring his unique expertise gained during his three years as Regional Director Asia Pacific for YOOX.

Rossi joins the Group Executive Team and will report into Federico Marchetti, Chief Executive Officer of YNAP. She will be based in YOOX NET-A-PORTER GROUP's London offices and will manage and grow the Off-Season business globally.

Prior to rejoining in her new role, Rossi gained 20 years of fashion ecommerce experience at luxury companies including Bulgari, and most significantly at YOOX NET-A-PORTER GROUP, where she held roles ranging from Operations Manager and Head of Buying to Commercial Director and Managing Director of YOOX, before she moved to London in April 2015 for family reasons.

*"I am thrilled to rejoin the company at such an exciting time for our business and the industry. YNAP's investment places the Off-Season business in a unique position to drive forward the experience for both our customers and brand partners on an even larger global scale. I look forward to driving our growth by increasing our focus on product, marketing and service and bringing this unique ecosystem to even more customers around the world."*

- commented Alessandra Rossi, President, Off-Season, YOOX NET-A-PORTER GROUP

*"I would like to thank Luca for the great job he has done in driving the Off-Season business forwards.*

*I am very proud of YNAP's ability to build a diverse and global workforce that empowers women leaders, and it is my pleasure to welcome Alessandra back as a key contributor to our Executive Team. Alessandra's deep knowledge of the fashion industry and the inner workings of ecommerce, as well as her excellent management skills and entrepreneurial mindset, make her the perfect candidate for this crucial job. I look forward to seeing Off-Season grow and evolve under her leadership."*

- commented Federico Marchetti, Chief Executive Officer, YOOX NET-A-PORTER GROUP

# YOOX NET-A-PORTER GROUP

## 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". Through a joint venture established in 2012, YOOX NET-A-PORTER GROUP has partnered with Kering to manage the ONLINE FLAGSHIP STORES of several of the French group's luxury brands.

In 2016, YOOX NET-A-PORTER GROUP joined forces with Symphony, an entity controlled by Mohamed Alabbar's family, to establish a groundbreaking joint venture to create the Middle East's undisputed leader for online luxury retail.

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 2.9 million high-spending customers, 29 million monthly unique visitors worldwide and combined 2016 net revenues of €1.9 billion. The Group has offices and operations in the United States, Europe, Japan, China and Hong Kong and delivers to more than 180 countries around the world. YOOX NET-A-PORTER GROUP is listed on the Milan Stock Exchange as YNAP.

For further information: [www.ynap.com](http://www.ynap.com) | LinkedIn: [YOOX NET-A-PORTER GROUP](https://www.linkedin.com/company/yoox-net-a-porter-group) | Twitter: [@YNAP](https://twitter.com/YNAP)