



6 November 2018

## **YOOX LAUNCHES 8 BY YOOX**

### ***The collection offers stylish essentials powered by artificial intelligence***

Leading online lifestyle store YOOX has today launched own-brand **8 by YOOX**, a collection of stylish essentials for women and men, powered by artificial intelligence. .

Famed for its ability to bring together the best of human design and cutting-edge technology, YOOX is pushing the boundaries to provide its customers with an exclusive brand that perfectly meets their needs and desires.

Before putting pen to paper on each collection, the YOOX design team uses advanced, artificial intelligence tools to review content from across social media and online magazines in key markets.. This insight is combined with predictive indicators into emerging lifestyle and style trends, analysis of own data from products sold on its site, customer feedback, industry purchasing trends as well as text search and image recognition. The result is a dynamic mood board that allows the product team to tap into the pulse of our customers, providing inspiration before they start to conceive items for the collection including everything from shape trends to colours, sleeve lengths, neckline shapes, fabrics, textures, heel heights and price points.

**Federico Marchetti, Founder and CEO of YOOX NET-A-PORTER GROUP**, said: “We are always exploring the frontier between Human and Machine; it’s been part of our DNA since I invented YOOX in 1999. Today we are combining the latest artificial intelligence with the human spirit and creative talent of our design team. Everything we do – whether creatively or using the latest technology – is to surprise and satisfy our customers.”

Believed to be the first brand of its kind to power its design process through such advanced technology methods, YOOX today will showcase its inaugural collection to leading fashion influencers in Milan, bringing to life the unique combination approach it has developed.

The Fall/Winter 2018-19 collection will debut on the YOOX site on November 6<sup>th</sup> and the Spring/Summer 2019 collection in January 2019. The introduction of the inaugural collection follows a positive soft launch and testing period.

The collection will consist of easy-to-wear essentials that are timeless in style and designed to adapt to an individual wearer’s body contours thanks to the silhouettes chosen. The colour palette is neutral and the first collection includes t-shirts, jackets, coats, dresses, trousers and sweaters, all designed to create a versatile look that can be enhanced by a range of elegant and practical accessories.

The design of the 8 by YOOX logo is a play on the OO of the YOOX name, which was chosen to represent the pairing of the binary code embraced by the Y and X of the male and female chromosomes. The double ‘OO’ refers to a technology always in dialogue with humans and their craftsmanship and talent.

8 by YOOX is the latest addition to YOOX NET-A-PORTER GROUP’S stable of own label brands which include MR PORTER’s Mr P. and THE OUTNET’s Iris & Ink.

-ENDS-



Notes to Editor

**YOOX**

[YOOX](#), established in 2000, is the world's leading online lifestyle store for fashion, design & art, offering an extensive assortment of hard-to-find clothing and accessories for men and women from the world's most prestigious designers, as well as a unique selection of home design objects, exclusive collaborations with internationally-renowned artists, socially and environmentally responsible brands and kidswear.

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