

NEW FERRARI ONLINE FLAGSHIP STORE GOES LIVE POWERED BY YNAP

21 MARCH 2018 – [YOOX NET-A-PORTER GROUP](#) S.p.A (MTA: YNAP) goes live today with a new digital platform for [Store.Ferrari.com](#), the official online store for Scuderia Ferrari.

The new online store benefits from YNAP's state-of-the-art technology and logistics platform, allowing for full customisation. The enhanced online offering will enable Ferrari to incorporate new functionalities such as on-site personalisation, ensuring that customers see the most relevant Ferrari Store content and products for them.

YNAP's Online Flagship Stores (OFS) team has implemented an all-new look website with a mobile-centric interface that reflects Ferrari's design ethos and resonates with a customer base keen to engage more extensively with the Scuderia Ferrari clothing and accessories brand.

The new platform also enables order fulfilment thanks to YNAP's global network of distribution centres, from New York to London, Dubai to Hong Kong, serving 101 markets.

Paolo Mascio, President Online Flagship Stores, YOOX NET-A-PORTER GROUP, commented:

"Ferrari is one of the most dreamed-of luxury brands and I'm proud that YNAP is the exclusive online retail partner for Ferrari's online flagship store."

The new digital store is being launched with an international multi-media campaign, designed by YNAP, which will integrate a mix of online communications channels.

YOOX NET-A-PORTER GROUP'S OFS team, currently designs and manages the online stores for many of the world's most prestigious fashion and luxury brands.

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YOOX NET-A-PORTER GROUP

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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 ground-breaking 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 3 million high-spending customers, over 840 million visits worldwide and consolidated net revenues of € 2.1 billion in 2017. The Group has offices and operations in the United States, Europe, Middle East, 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

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