

YOOX

YOOX celebrates 20 years - with *JW Anderson x YOOX*.

Innovative. Liberated. Limit-pushing. Three qualities that have defined YOOX since the first click on 20 June 2000. And three qualities that describe Jonathan Anderson - founder and creative director of London-based luxury brand JW Anderson.

A multi-award-winning brand, Anderson was awarded 'Menswear Designer of the Year' and 'Womenswear Designer of the Year' at the 2015 British Fashion Awards: a first in fashion history. So it's fitting that YOOX celebrates the Britishness in YOOX NET-A-PORTER's DNA by partnering with the Northern Irish provocateur on new capsule collection: **JW Anderson x YOOX**.

The love story between YOOX and JW Anderson isn't new: in 2011, JW Anderson was one of the first participants in *The Next Talents*, a showcase created by YOOX and *Vogue Italia*. And since this early accolade, JW Anderson has evolved into an internationally renowned and award-winning fashion house, acclaimed for its playfulness, innovation and inclusiveness.

To celebrate YOOX's 20th anniversary, Jonathan Anderson has looked back through the JW Anderson archives, pulling on familiar themes and codes to create a one-of-a-kind capsule collection for YOOX.

The silhouettes, colours and fabrics of JW Anderson x YOOX speak to JW Anderson's inherent Britishness. A muted aristocratic elegance runs through the designs in warm khakis, browns and greys. Felt loafer mules offer casual, comfortable, chic footwear. And the look is completed with a signature bag. Throughout, male and female looks combine in a conscious cross-pollination.

The collection's corduroy trench coat touches on an essential element of the JW Anderson's heritage: patchwork has been a recurring theme since the beginning. JW Anderson has always challenged binary notions of gender, and this literal patching together of fabrics and textures illustrates a freedom beyond binary choices. A pleated skirt and shirt dress with incongruous, asymmetrical lines signal a shared vocabulary as cultural agitators.

Beyond seasons. Beyond trends. Beyond genders. JW Anderson x YOOX will go live on YOOX on June 18.