

# YOOX NET-A-PORTER GROUP

## YOOX NET-A-PORTER GROUP DONATES NEW YORK DELIVERY FLEET AS VOLUNTEERED VEHICLES INITIATIVE EXPANDS

YOOX NET-A-PORTER GROUP has extended its Volunteered Vehicles initiative, donating its New York region Premier Delivery Service fleet to non-profit God's Love We Deliver, for its Emergency Shelf-Stable Meal Drive which took place from 17<sup>th</sup> -19<sup>th</sup> April 2020.

During the food drive, [God's Love We Deliver](#) successfully delivered 140,000 meals, containing 14 days' worth of non-perishable food, to vulnerable people living with severe illnesses across all five boroughs of New York, in Hudson County, and Westchester, Nassau, and Suffolk Counties. YOOX NET-A-PORTER GROUP donated its NET-A-PORTER and MR PORTER fleets which were critical in helping the charity to deliver sustainable food packs to nearly 5,000 people living with severe and chronic illnesses.

Each year, God's Love We Deliver cooks and delivers medically tailored meals across the New York City metropolitan area to nearly 9,000 clients who are too sick to cook or shop for themselves. During the COVID-19 crisis, God's Love We Deliver is committed to its evergreen mission of improving the health and wellbeing of people living with serious illnesses by ensuring its client-base still has access to the food and nutrition they need. Initiatives such as the Emergency Shelf-Stable Meal Drive are crucial to the success of this mission.

The donation marks the third phase of YOOX-NET-A-PORTER GROUP's Volunteered Vehicles initiative, which supports charities local to the GROUP's Premier Delivery markets in their aim to deliver essential supplies to socially isolated communities. The activation in New York follows efforts already established in London, Milan and Hong Kong.

- In London:
  - A partnership with local Age UK charities to offer delivery services of essential food and supplies to the elderly across seven London boroughs. These Age UK services prevent malnutrition and ensure upkeep of wellbeing for the elderly, relieving anxiety around reduced access to food and medicine while staying at home.
  - Logistics support for the Emergency Designer Network (EDN), led by designers Holly Fulton, Phoebe English and [Bethany Williams](#). The collective is galvanising UK manufacturers and designers to produce stocks of key PPE garments, with the support of Make It British and Fashion Roundtable. The Group's Volunteered Vehicles are helping EDN to transport raw materials and finished products to hospitals for use on the frontline in the fight against COVID-19.
- In Milan:
  - The new MR PORTER fleet of zero-emission electric vans, due to become operational for same-day deliveries later this year, has been donated to the Italian Red Cross's "A time for kindness" programme. The [Red Cross](#) committee of Sesto San Giovanni is using the Group's Volunteered Vehicles to deliver food and essential supplies to the elderly and other socially isolated local communities.
- In Hong Kong:
  - Volunteered Vehicles are supporting local charity [ImpactHK](#), to deliver food packages and supplies to the homeless across various drop-off points in Wan Chai and throughout Hong Kong island. The charity provides a rehabilitative support programme, with the goal of helping homeless people in Hong Kong settle into employment and their own homes.

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YOOX NET-A-PORTER's Volunteered Vehicles commitment is part of a string of community initiatives from the Group. It follows a recent care package donation of 100 laptops for Italian school children, in response to the Italian Ministry of Education's call for hardware, alongside the development of webinars for the Ministry's digital education learning platform to assist the remote learning experience.

ENDS

## 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.

## MEDIA CONTACTS

For enquiries, please contact:

Nicola Surgett

Communications Manager, YOOX NET-A-PORTER GROUP

[press@ynap.com](mailto:press@ynap.com)