

EVENTS/CAUSES

## Yoox gets “dolled up” for Cond Nast children’s charity

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*Missoni's Ciciobello doll*

By STAFF REPORTS

Online retailer Yoox is nurturing a charity initiative for children through the sale of limited-edition dolls styled by 15 international children's wear brands.

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For Ciciobello Fashion Walk, an event benefiting The Child Priority Foundation, Yoox has partnered with Italian baby care line Voglia di tenerezza, toymaker Giochi Preziosi and Cond Nast title Vogue Bambini. After a social promotion on its channels, Yoox unveiled the limited-edition dolls during Pitti Bimbo 82, an international children's apparel fair in Florence, on its Web site.

Hey, doll

The 15 international brands that have participated in Ciciobello Fashion Walk have created original winter outfits for the dolls made by Giochi Preziosi. Designers include Au Jour Le Jour, Dondup, Douuod, Ermanno Scervino Junior, Guess, Herno Kids, Ice Iceberg, K-Way, Laura Biagiotti, Luisa Beccaria, Missoni, MSGM Kids, N 21 Kids, Trussardi Junior and Vivetta.

Each doll is dressed in the brand's children's apparel including outerwear, accessories and proper winter footwear. A number of the dolls, including Missoni's one-off Ciciobello, have already been sold as of press time. Each Ciciobello doll retails for approximately \$160 on [Yoox.com](http://Yoox.com).



*Ciccibello dolls by N 21 Kids*

The proceeds from the sales will benefit The Child Priority Foundation, established by Cond Nast International in 2001. The mission of the nonprofit is to present underprivileged children with real-world study and work opportunities that demonstrate talent and artistic potential.

Children's toys are often repurposed for philanthropic efforts as the use of nostalgic references may trigger consumers to donate, bid via auction or purchase.

Over the summer, Italian department store Luisa Via Roma teamed up with toymaker Hasbro to give iconic 1980s toy My Little Pony a high-fashion makeover.

For the Make Kids Happy auction, coinciding with the retailer's biannual Firenze4ever fashion event, My Little Pony figures decorated by labels including Fendi and Emilio Pucci were sold on eBay to raise money for Save the Children. Choosing a lighthearted basis for this campaign will likely appeal to consumers' nostalgia and pique interest in the items up for bid ([see story](#)).