

COMMERCE

Yoox, Vogue Italia scout up-and-coming talent

February 24, 2016



Promotional image for Yoox's The New Talents

By STAFF REPORTS

Online retailer Yoox has paired with Vogue Italia to keep its consumers up-to-date on fashion's emerging talents.

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Yoox's "The Next Talents" feature introduces a number of promising new designers while giving the online retailer's fashion-forward crowd access to the industry's up-and-coming creatives. The project launches today online and will also include a physical showcase in Milan at the Palazzo Morando until Feb. 27, giving those attending Milan Fashion Week an in person view of the designers.

Who's next?

The Next Talents includes 11 designers from around the world. Instead of featuring just women's or men's brands, Yoox and Vogue Italia also highlighted children's clothing designers, a move indicative of current market trends.

To promote the 11 designers, Yoox created a preview video that shows models wearing clothing from the featured labels. Staying in one frame, models move in and out of the room by dancing, jumping and strutting through the living room-esque space.

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The Next Talents Witness the future: The Next Talents scouting project takes off today. Discover the 11 international up-and-coming designers selected by YOOX.COM & Vogue Italia, that will showcase their creations at historic Palazzo Morando in Milan till Feb. 27th. Discover more > <http://yoox.ly/TheNextTalents> #thenexttalents

Posted by **YOOX.COM** on Wednesday, February 24, 2016

The brands featured on a hub on Yoox's Web site include Anouki, Laurence and Chico, Francesco Visone, Lovebirds, Paskal, Matter Matters, Moon J, Luca Larenza, YII, Chris Kabel and Petit Tribe.

Each brand includes a brief description of the creatives behind the designs for consumers to understand their vision and backstory. This section also includes thumbnail images of the pieces sold by Yoox for a quick view format that does not require the consumer to leave The Next Talents page, unless interested in making a purchase.

Other retailers have taken this approach to introduce consumers to new designers.

British retailer Selfridges, for example, fashioned a brighter future by championing sustainable designers for its seminal talent platform, Bright Young Things.

Now in its fifth year, Bright Young Things, branded as Bright New Things for 2016, is investing in the future of fashion by highlighting United Kingdom-based talents and working with the Center for Sustainable Fashion to explore the apparel and accessories industry's "new standard" ([see story](#)).

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