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## Yoox Net-A-Porter invests in technological foundation via innovative workspace

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*Rendering of Yoox Net-A-Porter's London Tech Hub*

By STAFF REPORTS

Online retailer Yoox Net-A-Porter Group will break ground in London to accommodate its growing business' commitment to innovation and collaboration across teams.

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Yoox Net-A-Porter's Technology Hub, scheduled to open in March 2017, will unify its United Kingdom-based technology teams in one location at White City Place in West London. The new facility is part of the retailer's Five Year Plan, where it hopes to further disrupt the traditional retail model through digital and mobile integrations.

### Flextime

The Tech Hub will centralize Yoox Net-A-Porter's technology teams under one roof.

Designed by award-winning architecture firm Grimshaw, Yoox Net-A-Porter's new office has been designed to reflect the retailer's stylish, forward-thinking environment and its intersection of fashion and technology.

To accommodate its positioning, the Tech Hub includes innovative interior design to create an adaptive workplace, with nearly a quarter of its surfaces being flexible to match Yoox Net-A-Porter's evolving needs. This design allows the retailer to focus on creative and collaborative work strategies.

The design will also ensure Yoox Net-A-Porter can seamlessly interact with its Bologna, Italy-based technology team ([see story](#)), and other divisions of its global business.

Yoox Net-A-Porter's Tech Hub grew from the group's Five Year plan. The new space will allow the retailer room for its planned 20 percent growth in its technology team. At full strength, the team will consist of 1,000 employees divided between its offices in London and Bologna.

The Tech Hub will also support Yoox Net-A-Porter's technology solutions and accelerate R&D developments of yet-to-be-released innovations in retail.



### Rendering of meeting space at Yoox Net-A-Porter's London Tech Hub

"We are capitalizing on the growth of our global footprint by bringing together our London technology teams in a new Technology Hub," said Federico Marchetti, CEO at Yoox-Net-A-Porter Group.

"We believe our technology teams will thrive in a cutting-edge environment that reflects our values and vision for the future of online luxury retail," he said. "Sir Nicholas Grimshaw and his team are brilliantly translating our culture and requirements into a workspace which will be the pride of the group."

Yoox Net-A-Porter has made strategic investments into technology that will keep its brand competitive in a changing retail landscape.

For example, Yoox Net-A-Porter Group has fostered omnichannel innovation through the creation of a long-term partnership with IBM.

The goals of this collaboration include planning a single technology platform to power all multi-brand and mono-brand stores in the Yoox Net-A-Porter stable and furthering in-group efforts to reinvent and improve the consumer experience. This strategic move is also intended to help speed the process as Yoox and Net-A-Porter merge their previously independent systems into one ([see story](#)).

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