

RETAIL

## Yoox eases shopping for sneakerheads with dedicated hub

March 31, 2017



*Image from Yoox's Sneaker Corner*

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By STAFF REPORTS

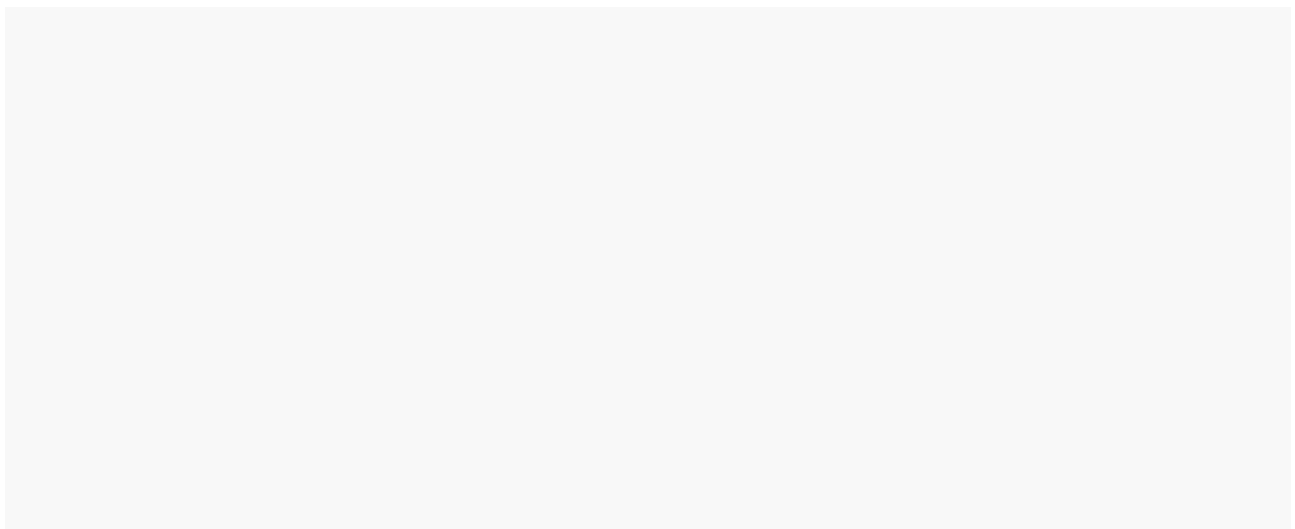
Italian online retailer Yoox is speaking to sneaker fanatics with a new centralized selection.

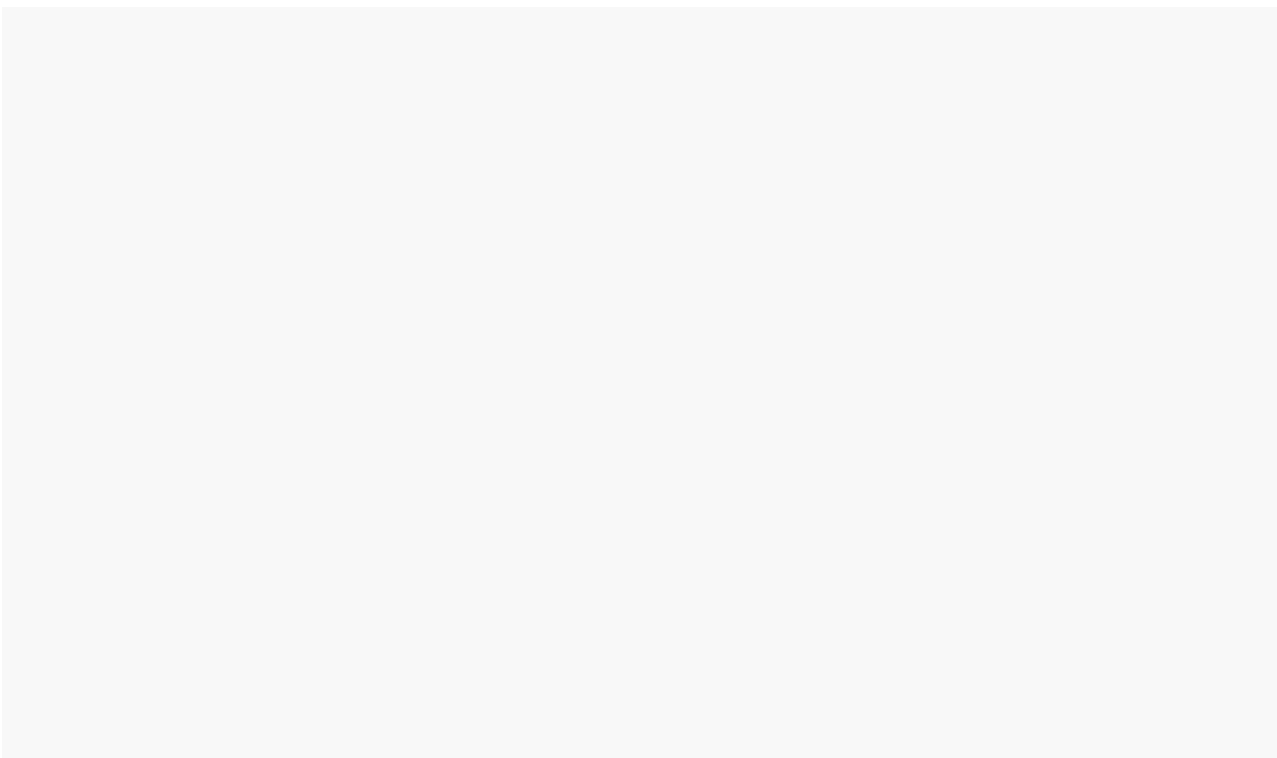
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The ecommerce platform's Sneaker Corner sells labels from the athletic, such as Adidas, to more high-fashion footwear from Valentino and Marni. Fashion has adopted a more casual perspective lately, taking categories such as denim and sneakers into an elevated space.

Gym to street

Yoox began teasing its Sneaker Corner a few days before the launch on March 31. Videos set to an electronic soundtrack show consumers in motion, climbing a staircase or pulling up the tongue of a New Balance sneaker.





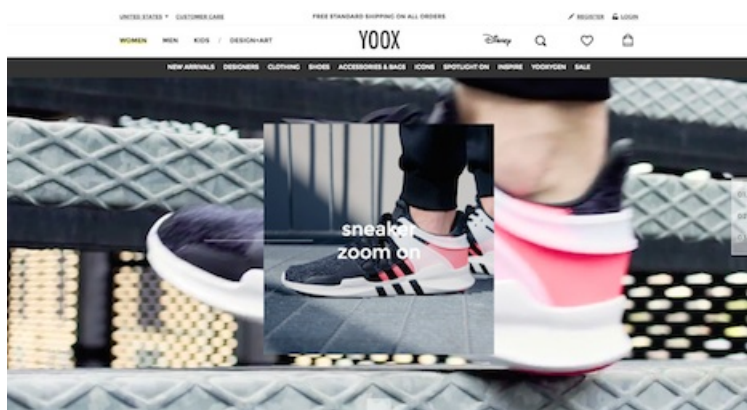
March, 31st: watch this space. #YOOXSneakerCorner

A post shared by YOOX (@yoox) on Mar 28, 2017 at 10:56am PDT

The Sneaker Corner promises the latest arrivals, limited-editions and coveted kicks.

At launch, the hub features a number of styles in an editorial format, showcasing products alongside imagery for context. This is split into three sections: Designer, Focus On and Street.

Consumers can also choose to shop a larger selection, which features collaborations such as Rick Owens for Adidas and Raf Simons for Adidas.



*Yoox's Sneaker Corner*

Sneakers have become a collector's item in their own right, as fans fight to snap up new releases.

In 2014, department store chain Saks Fifth Avenue reacted to the popularity of designer sneakers for men with a new curated installation in 16 of its stores.

Saks' "Sneaks" will include a range of high-fashion footwear, including athletic sneakers, high tops and slip-ons with exclusive designs from brands such as Fendi and Jimmy Choo. These unique offerings will appeal to sneaker enthusiasts and collectors, and allow Saks to draw in male consumers ([see story](#)).