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## YNAP's technology investment continues with opening of West London hub

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Reception area at YNAP's London Tech Hub. Rendering courtesy of YNAP

By STAFF REPORTS

Online retail's Yoox Net-A-Porter Group is reaffirming its commitment to conducting its global business out of London with the opening a state-of-the-art technology hub.

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Yoox Net-A-Porter's new Tech Hub is located in West London, and will be a key part of the retailer's continued growth strategy. The retailer has invested more than 500 million euros, or \$638 million, in technology and logistics to double its business by 2020.

### Tech in the White City

The Tech Hub at White City Place will bring Yoox Net-A-Porter's United Kingdom-based technology teams under one roof. The 70,000-square-foot space will serve as the office for 500 staff members, and the retailer plans to create 100 more jobs over the course of the next two years.

Yoox Net-A-Porter also includes a technology team in Bologna, Italy, which collaborates closely with those working out of London ([see story](#)).

The Tech Hub was created to accelerate innovation and ensure Yoox Net-A-Porter can deliver best-in-class technologies to its partnerships with the world's leading fashion brands. Also, the group's investment into technology will further strengthen customer experience.

At the Tech Hub, Yoox Net-A-Porter will work to develop technologies such as artificial intelligence capabilities including personalization and image recognition. Mobile technologies will also be developed at the Tech Hub to ensure that the retailer is at the forefront of digital innovation.

The space was designed by British architects Grimshaw. Described as a "future-focused environment," the Tech Hub reflects the retailer's positioning between fashion and technology. Also, the space will facilitate a mobile working culture that supports global collaboration between the retail group's offices.



*Rendering of the atrium at YNAP's London Tech Hub. Image courtesy of YNAP*

"We are delighted to open our cutting-edge Tech Hub in West London, a space created to inspire and facilitate disruptive innovation," said Federico Marchetti, CEO of Yoox Net-A-Porter Group, in a statement.

"Artificial intelligence and new mobile enhancements to the customer experience will be the focus," he said. "Tech Hub will be home to our 500-strong United Kingdom team and gives us plenty of room to add new jobs."

Yoox Net-A-Porter also hopes that the Tech Hub's design will inspire creative ways of working and attract top digital talent to its brand.

The latter objective falls into the retailer's investment in education, sharing knowledge and supporting its local community.

To give back, Yoox Net-A-Porter has partnered with the Imperial College London to launch basic coding to underprivileged youth ages 8 to 14. The project, Imperial Codelab Powered by Yoox Net-A-Porter Group, aims to widen access to coding classes for children, especially young girls, and promote digital skills.

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