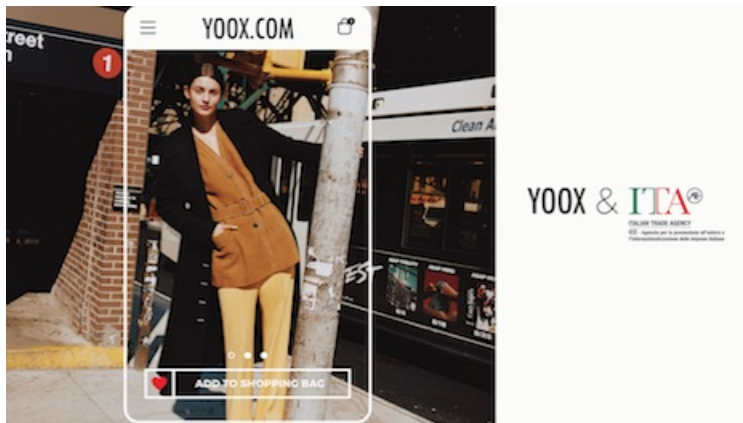


APPAREL AND ACCESSORIES

Yoox, ITA team to advance Italian industry online

December 21, 2017



Yoox will showcase Made in Italy products by small- and medium-size businesses. Image credit: Yoox

By STAFF REPORTS

Online retailer Yoox has entered a partnership with the Italian Trade Agency (ITA) to uncover small- and medium-sized "hidden gem" businesses operating in Italy.

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Yoox and ITA will work together to promote independent Italian businesses via a dedicated ecommerce platform, specifically designed for the purpose by the retailer. The upped presence online will help smaller sized Italian brands to build awareness among consumers in the United States and China.

"The partnership signed between Yoox and ITA represents a significant synergy within the Italian fashion system," said Alessandra Rossi, president of Yoox, in a statement.

"Since its launch, Yoox has acted as a global launch-pad for brands seeking to approach ecommerce by offering effective, practical support to businesses dealing with the digitization process," she said.

"Being chosen by ITA as a partner for the project is major recognition for us, demonstrating our shared Italian values."

An Italian showcase

The ITA has been working on a multi-channel concept to develop commercial channels for Italian businesses for over a year. The government agency also promotes Italian products around the world via digital resources, but ITA acknowledges that more can be done to showcase "made in Italy."

In Italy, companies that accept online orders account for only 10 percent of the country's businesses. In comparison, this figure is 21 percent and 27 percent in France and Germany, respectively.

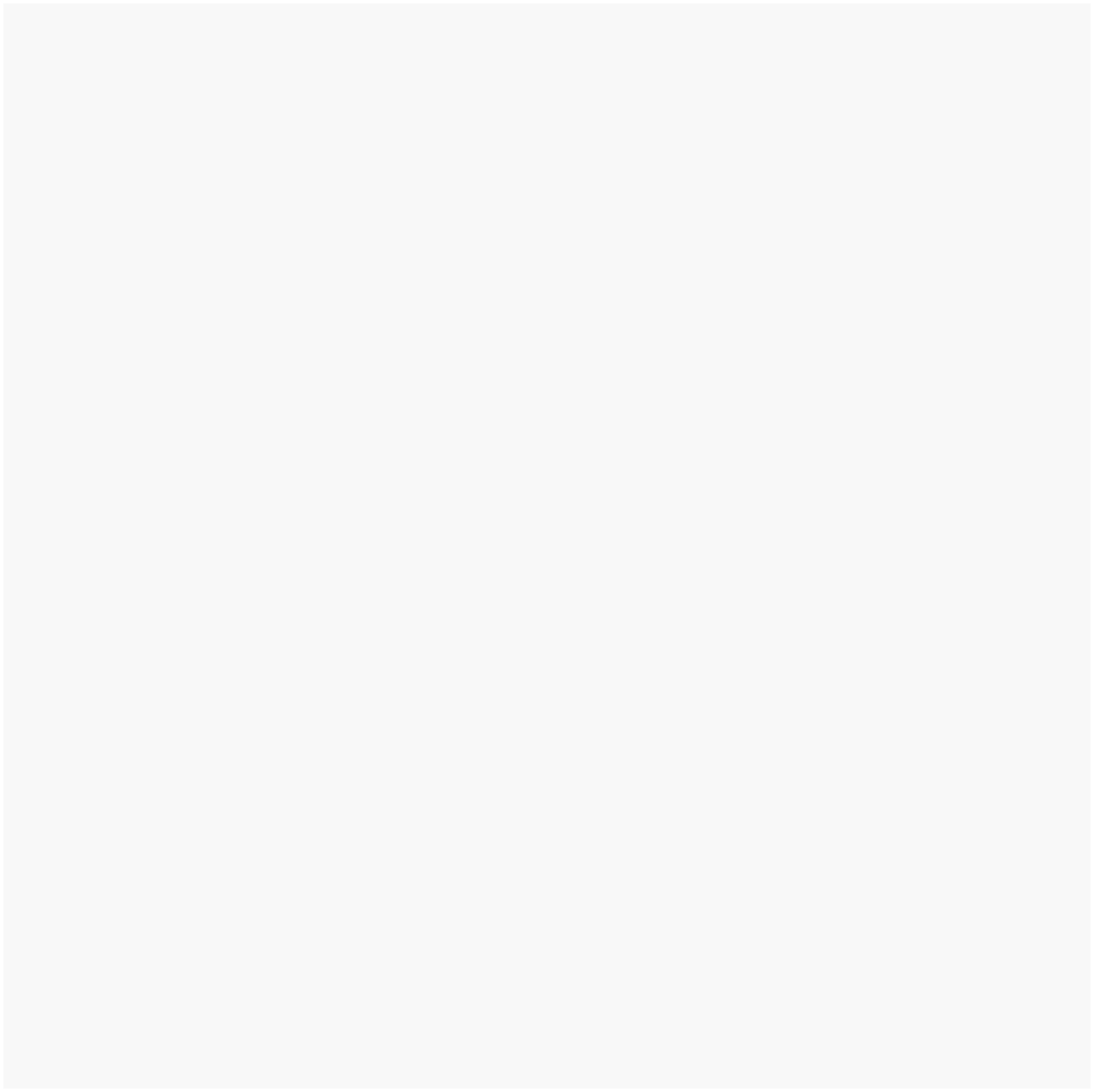
As a frontrunner of ecommerce, and also Italian, ITA identified Yoox as the ideal partner to promote and market more than 100 Italian brands online.

Yoox has a presence in more than 100 countries and operates out of offices in Italy, the United States and China. Yoox also has the ability to localize content into 11 languages, can handle transactions in 10 currencies and is able

to provide 24/7 customer service.

"The agreement signed with Yoox perfectly matches ITA's strategy which focuses on developing the digital marketplace for Italian companies," said Michele Scannavini, president of ITA, in a statement.

"Using intense training activities, drawing up distribution agreements with ecommerce retailers, retailers and marketplaces, and promoting them in the most promising markets such as China and the U.S., we want to increase the number of Italian export companies and encourage further growth," he said. "Many of these are in fact hidden gems; that find it hard, as small businesses, to embark on a digital internationalization process."



YOOX and @livingcorriere present Living Room. Out from the magical looking glass pops the most incredible festive home ever imagined. Pop-inspired memorabilia to impress with original gift ideas. Find the perfect gift via the #linkinbio Photo by @kourtneyroy

A post shared by YOOX (@yoox) on Dec 6, 2017 at 5:58am PST

After receiving a 45 percent increase in funding from Italy's Ministry of Economic Development for the fashion sector earlier this year, ITA decided its efforts were best spent on expanding its ecommerce efforts to promote

Italian businesses.

For the partnership, Yoox has developed a digital window on its site to showcase a hundred emerging and established brands based in Italy. Brand categories include clothing, footwear, handbags, accessories, jewelry and design objects, with all goods displayed representing Italian lifestyle, creativity and culture.

In a similar effort, the British Fashion Council (BFC) entered a partnership with China's JD.com to support its fashion fund and introduce emerging designers to the online retailer's 258.3 million consumers.

China is now the world's second-largest consumer and luxury market, which has caused Chinese shoppers to have an increased interest in British designers. Through its partnership with JD.com, China's largest retailer, the BFC will help talent engage with the Chinese market on a scale that may be unobtainable for independent labels ([see story](#)).

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