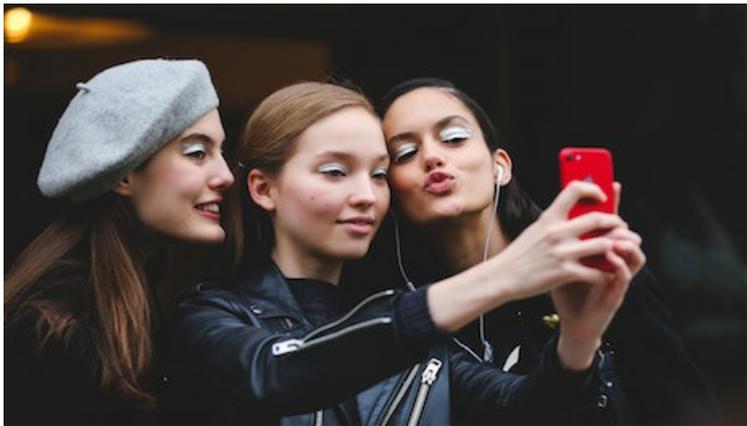


RETAIL

YNAP looks to young minds for sustainability, tech, fashion innovation

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YNAP hopes to find the next best fashion app as well as young entrepreneurs. Image credit: Victoria Adamson/YNAP

By STAFF REPORTS

Yoox Net-A-Porter Group is fostering growth in young women to find emerging talent in the fashion community as well as mining ideas for greater sustainability.

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A variety of leaders in fashion and technology are coming together as the judges in a competition, where young women will develop a fashion application theory for sustainability. Incredible Girls of the Future is designed to find the next female entrepreneurs.

Fostering education

Running until July 1, YNAP is inviting women aged 16 to 25 to submit ideas for a creative fashion app concept.

YNAP hopes to set in motion a series of events for young women to look to drive sustainable growth to better the world.

A panel of judges will select one winner for a series of prizes including a bespoke mentorship program with the retail group's executives to help foster career growth. She will also receive 1,000 pounds, or \$1,260 at current exchange, to spend on YNAP's platforms and a personalized styling appointment.

The winner will be featured throughout YNAP's owned media channels.

Two runners-up will receive "goodie bags" from Net-A-Porter, worth 50 pounds, or \$63.



Image credit: Valiana Variantza/YNAP

"There aren't enough women in tech," said Federico Marchetti, chairman and CEO of Yoox Net-A-Porter Group, in a statement. "We strongly believe that fashion can provide an effective lens to tackle this issue and change young people's perceptions; helping to introduce more female talent to digital careers and fulfill their creative potential.

"That's why Yoox Net-A-Porter Group is inviting the future generation of female entrepreneurs to pitch their best fashion-tech innovations," he said. "They are the ones who will drive a more inclusive and sustainable luxury industry."

Luxury brands are often hoping to find the emerging talent with similar contests.

French fashion house Christian Dior sought out up-and-coming visual artists through a contest centered on some of the top photography schools around the globe.

The second edition of the Dior Photography Award for Young Talents launched, asking applicants to depict the theme "woman-women's face" with a focus on the terms "color," "femininity" and "beauty." Even before launching this prize last year, Dior has supported photography through a sponsorship of the Luma Arles photo archives program ([see story](#)).

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