

NONPROFITS

Federico Marchetti awarded by amfAR

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YNAP's Federico Marchetti was honored at an amfAR gala in Milan. Image credit: Getty

By STAFF REPORTS

Retail group Yoox Net-A-Porter's chairman/CEO Federico Marchetti has been honored by amfAR for his support of social causes, including AIDS research.

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During the foundation's gala in Milan on Sept. 21, Mr. Marchetti was presented with the Award of Courage. The 11th annual gala, held during Milan Fashion Week, drew attendees from the fashion world and personalities in fields such as art and music.

Cause for courage

Since founding Yoox about two decades ago, Mr. Marchetti has used entrepreneurship to power social causes such as diversity and women's employment. He has also worked to create jobs for young people and provide digital education.

The executive also supports ecological initiatives including recycling, sustainable sourcing and reducing plastics.

Fashion editor Carine Roitfeld presented Mr. Marchetti with the award at the gala.

"I'm proud to say courage is strong at Yoox Net-A-Porter throughout our 5,000-strong team of pioneers across the globe," Mr. Marchetti said in a statement. "We are dedicated to a broad range of social initiatives, from teaching coding to young kids to promoting women in technology.

"We are well aware of our responsibilities we speak to almost 1 billion people visiting our Web sites and apps every year, and we're able to raise awareness whether it's in leading the move towards diversity and sustainability or in the fight against HIV," he said. "We are strongly committed to giving back our absolute best."



The evening included an auction. Image credit: Getty

In previous years, amfAR gave the Award of Courage to figures including late *Vogue Italia* editor Franca Sozzani, *British Vogue* editor Edward Enninful, designer Angela Missoni and Moncler CEO Remo Ruffini.

The event, sponsored by Pernod Ricard, raised more than \$1.3 million for amfAR through an auction of items that included Bulgari jewelry and a sailing experience hosted by Ermenegildo Zegna.

Harry Winston and Marc Jacobs were among the luxury brands that participated in the inaugural amfAR Hong Kong Gala.

In 2015, The Foundation for AIDS Research hosted a black tie evening with a cocktail reception, dinner and auction, as well as live entertainment. Luxury brands frequently partner with amfAR for events in other major cities, and this gala enables them to help the cause while reaching international and local celebrities and affluent consumers ([see story](#)).

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