

APPAREL AND ACCESSORIES

Yoox Net-A-Porter Group allies with Prince Charles' Prince's Foundation to promote sustainable luxury artisanship

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The Modern Artisan students with the Prince of Wales and YNAP boss Federico Marchetti. Image credit: Yoox Net-A-Porter Group. Photo copyright Mike Wilkinson

By STAFF REPORTS

Richemont's Yoox Net-A-Porter Group and Prince Charles' Prince's Foundation have formed a partnership to promote sustainable luxury artisanship and textile skills training.

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The two organizations have created the Modern Artisan project to train six students and recent graduates each from U.K. and Italian universities. The goal is to encourage craftsmanship in a digital era with data-driven technology and produce sustainable luxury collections.

"Designed in Italy and crafted in the U.K., the Modern Artisan collection will be an important expression of how talent and technology can work across boundaries and borders," said Federico Marchetti, chairman/CEO of Yoox Net-A-Porter Group, in a statement.

"This project, part of a long-term partnership between Yoox Net-A-Porter and the Prince's Foundation, will help equip a new generation of skilled men and women to fuse traditional craft with digitally-infused creativity and, importantly, to do so sustainably, following the example of H.R.H. The Prince of Wales, who has dedicated the last 40 years to building a more sustainable future," he said.

Cut from a different cloth

The students will mid-next year debut an autumn/winter 2020 capsule collection of menswear and womenswear that will sell on **Yoox Net-A-Porter Group's** four properties, including Net-A-Porter, Mr Porter, Yoox and The Outnet.

The four retailers within the Yoox Net-A-Porter Group collectively have 3.5 million customers in 180 countries.

Profits will be donated to the **Prince's Foundation** to support its charity work.

Prince Charles, who as Prince of Wales, is heir to the United Kingdom throne. He is founder and president of the Prince's Foundation, and has been prescient about many causes including sustainable practices in building,

organic farming and encouraging youth to develop vocational skills.

The deal with Yoox Net-A-Porter Group is in line with Prince Charles' vision to keep native textile skills alive in the U.K.



The Prince of Wales with YNAP chairman/CEO Federico Marchetti at Dumfries House in Scotland. Image credit: Yoox Net-A-Porter Group. Photo copyright Mike Wilkinson

Study in progress

The six Italian students selected from Politecnico di Milano will design the collection, drawing inspiration from Leonardo Da Vinci in the 500th anniversary year of his death and the heritage of British and Italian textile craftsmanship.

Politecnico's Fashion in Process research lab will support the design process, gaining exclusive access to Yoox Net-A-Porter Group data to identify long-term customer design preferences.

As the Italian artisans are designing the collection, the Prince's Foundation will work with six graduates from the U.K. to take part in a specially designed four-month training course in luxury small batch production skills designed to help them gain employment in the industry.

During the course, the British graduates will learn how to handle wool, cashmere and silk fabrics to ensure garment finishes meet the requirements of the luxury market.

This training will equip the students with the skills needed to make the collection at Dumfries House, the headquarters of the Prince's Foundation in Ayrshire, Scotland.

The two groups of trainee artisans will meet in cultural exchanges while on the project, both in Milan and in Scotland. They will collaborate on product development to propel their collections from design stage through to final samples.

Following the launch of the collection in mid-next year, the Modern Artisan project will be exhibited at the Michelangelo Foundation's Homo Faber showcase of European craftsmanship.

"At The Prince's Foundation, we deliver education programs to thousands of people every year inspired by the vision of H.R.H. The Prince of Wales," said Jacqueline Farrell, education director of the Prince's Foundation at Dumfries House, in a statement.

"Sustainability is at the heart of everything we do, so we are proud to have partnered with Yoox Net-A-Porter Group to

deliver this truly innovative training program," she said.

"This project is the culmination of our Future Textiles initiative, which starts by giving school pupils an introduction to the textile industry and goes right through to the Modern Artisan project, which offers an inspiring progression route to any young person wishing to enter the fashion and textile industry."

The Modern Artisan Project: A Yoox-Net-A-Porter initiative for the Prince's Foundation

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