

RETAIL

Yoox Net-A-Porter expands Volunteered Vehicles program to New York

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Yoox Net-A-Porter has taken its Volunteered Vehicles program to New York after similar moves in London, Milan and Hong Kong. Image courtesy of Yoox Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Yoox Net-A-Porter Group has extended its Volunteered Vehicles effort with the donation of its New York region Premier Delivery Service fleet to God's Love We Deliver for the nonprofit's emergency shelf-stable meal drive that took place April 17-19.

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This marks the third phase of YNAP's Volunteered Vehicles initiative that supports charities local to the Richemont-owned retailer's premier delivery markets. These charities deliver essential supplies to socially isolated communities.

YNAP, which owns online retailers Net-A-Porter and Mr Porter, is already running similar efforts in London, Milan and Hong Kong.

Food for thought

During the food drive in New York, God's Love We Deliver successfully delivered 140,000 meals, containing 14 days' worth of non-perishable food, to vulnerable people living with severe illnesses across all five boroughs of New York, and neighboring Hudson, Westchester, Nassau and Suffolk Counties.

YNAP donated its Net-A-Porter and Mr Porter fleets that were key in helping God's Love We Deliver dispatch sustainable food packs to nearly 5,000 people living with severe and chronic illnesses.

Each year, God's Love We Deliver cooks and delivers medically tailored meals across the New York City metropolitan area to nearly 9,000 clients who are too sick to cook or shop for themselves.



A Net-A-Porter delivery van parked across from God's Love We Deliver's headquarters in New York. Image courtesy of Yoox Net-A-Porter

In its London homebase, YNAP has a partnership with local Age UK charities to offer delivery services of essential food and supplies to the elderly across seven London boroughs, the retailer said.

These Age UK services prevent malnutrition and ensure upkeep of wellbeing for the elderly, relieving anxiety around reduced access to food and medicine while staying at home.

Also in London, YNAP is offering logistics support for the Emergency Designer Network (EDN), led by designers Holly Fulton, Phoebe English and Bethany Williams.

The collective is pushing U.K. manufacturers and designers to make stocks of key PPE garments with the support of Make It British and the Fashion Roundtable.

YNAP's Volunteered Vehicles are helping EDN to transport raw materials and finished products to hospitals for use on the frontline in the fight against COVID-19, the company said.

In Milan, the new Mr Porter fleet of zero-emission electric vans, due to become operational for same-day deliveries later this year, has been donated to the Italian Red Cross' "A time for kindness" program.

The Red Cross committee of Sesto San Giovanni is using YNAP's Volunteered Vehicles to deliver food and essential supplies to the elderly and other socially isolated local communities.

Meanwhile, in Hong Kong, YNAP's Volunteered Vehicles are supporting local charity ImpactHK to deliver food packages and supplies to the homeless across various drop-off points in Wan Chai and throughout Hong Kong island, the retailer said.

The charity provides a rehabilitative support program to help homeless people in Hong Kong settle into employment and their own homes.

YNAP's VOLUNTEERED VEHICLES program is one of many local community support initiatives.

Most recently, the company donated 100 laptops for Italian school children in response to the Italian Ministry of Education's call for hardware, alongside the development of webinars for the ministry's digital education learning platform to help with the remote learning experience.

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