

APPAREL AND ACCESSORIES

Yoox Net-A-Porter Group reveals sustainable collection from royal partnership

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The capsule collection includes 10 womenswear pieces and 8 menswear pieces. Image courtesy of YNAP

By LUXURY DAILY NEWS SERVICE

Online retailer Yoox Net-A-Porter has partnered with The Prince's Foundation to launch a sustainable capsule collection as part of The Modern Artisan project.

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The Prince's Foundation, the educational charity established by the Prince of Wales, teamed with Yoox Net-A-Porter for a training initiative that merges traditional, high-end textile craftsmanship skills with digital tools ([see story](#)). The participants in The Modern Artisan project are students and recent graduates from the United Kingdom and Italy, and were chosen by the Politecnico di Milano and The Prince's Foundation.

"The Modern Artisan project harnesses Big Data and artificial intelligence to transform the ancient profession of craftsmanship into a contemporary career: we have equipped the next generation of artisans with the digital tools of the trade to navigate an ever-evolving landscape," said Federico Marchetti, chairman and CEO at Yoox Net-A-Porter, in a statement. "Designed in Italy and crafted in the U.K., this truly sustainable luxury collection illustrates the vast possibilities of cross-border collaborations to tackle environmental challenges and train creative talents in these uncertain times and beyond."

Modern Artisans

The ready-to-wear luxury collection of womenswear and menswear is comprised of 18 sustainably-made pieces. The capsule is branded as "YOOX NET-A-PORTER for The Prince's Foundation" and is now available on all four of YNAP's platforms: Net-A-Porter, Mr Porter, Yoox and The Outnet.

As part of The Modern Artisan project, artisans learned how to apply data and technology to their design processes.

The Modern Artisan project emphasizes tech-led sustainable luxury

They received access to five years of YNAP consumer data, allowing them to gauge the long-term preferences of 4.3 million luxury shoppers. This data informed various design choices, such as the colors in the menswear pieces and

the silhouettes for the womenswear collection.

All of the pieces have received the Net Sustain designation from the retailer ([see story](#)). Cashmere and wool were sourced from Scotland's Johnstons of Elgin and fully traceable, organic eco silk was sourced from Italy's Centro Seta.

Profits from each purchase will be donated to support the charitable work of The Prince's Foundation.

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