

RETAIL

Yoox Net-A-Porter debuts new distribution center in Landriano

September 22, 2021



The new cutting-edge distribution center is 54,000 square meters, with 6,000 square meters dedicated to digital production. Image credit: Yoox Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Online retailer Yoox Net-A-Porter is celebrating the inauguration of its new distribution center in Landriano, offering an exclusive tour to a delegation from the Italian government.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The \$47 million distribution center represents Yoox Net-A-Porter's largest investments in Italy in the past two decades, operating as a key component in assisting the retailer in achieving long-term goals. For the first time in its history, this single hub will serve all of Net-A-Porter and Mr Porter's global customer base, doubling the stores' existing inventory capacity.

"Yoox Net-A-Porter Group is a company with twenty years of experience, capable of competing in the global market, but with deep Italian roots," said Mariastella Gelmini, Italian minister of regional affairs and autonomies, in a statement.

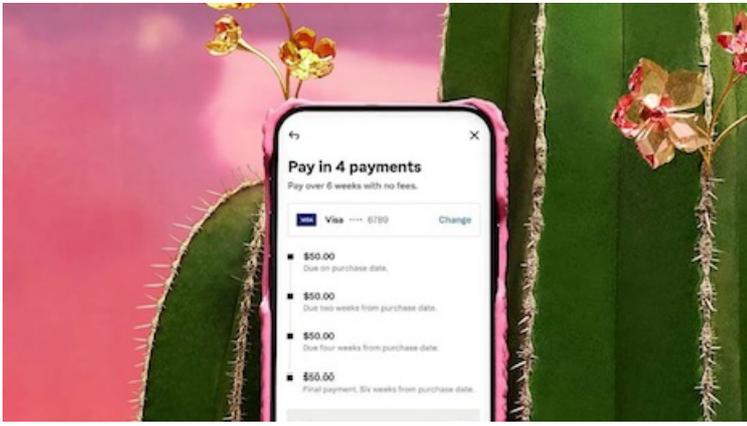
"The commitment made by this important business, and those made by companies across the entire fashion sector, has already had positive effects on the development of the region."

Presence, distribution, the future

The new cutting-edge distribution center is 54,000 square meters, with 6,000 square meters dedicated to digital production.

The visiting delegation was comprised of Ms. Gelmini, Fabiana Dadone, the Italian government's minister for youth policy and Alessandra Todde, the Italian government's vice minister of economic development. Yoox Net-A-Porter's leadership team including Geoffroy Lefebvre, CEO, Alison Loehnis, president of luxury and fashion and Mirko Nobili, global director of operations guided the group throughout the facility.

"The new Landriano hub will be among the most innovative in Europe, and thanks to a redevelopment of the surrounding area, it will improve the lives of many citizens," Ms. Gelmini said.



Klarna has teamed up with Yoox Net-A-Porter, giving luxury shoppers some new payment options. Image credit: Klarna

In August, Yoox Net-A-Porter collaborated with payment provider Klarna, giving luxury shoppers a breadth of pay later options.

With the new partnership, Yoox Net-A-Porter's 4.5 million customers now have the option to utilize Klarna's signature pay later and pay in three- and four-installment services ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.