

RETAIL

Yoox launches marketplace in Europe

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Yoox Marketplace aims to deliver more variety to customers. Image credit: Yoox Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Richemont's Yoox, which is part of Yoox Net-A-Porter Group, has announced the launch of its own retail marketplace in Europe as it continues its global expansion.

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The opening of Yoox Marketplace is part of the larger group's overall transition to a flexible operating model, with the customer experience at its core. The initial retail service will launch in almost 30 countries across Europe, with further expansion plans set for the United States, Middle East, North Africa and Japan.

"The launch of marketplace underscores our commitment to our customers," said Valentina Visconti Prasca, managing director of Yoox, in a statement. "We are continuously evolving our offer and creating a unique shopping experience across fashion, design and art.

"Our mission is to help our customers navigate new market trends and to meet the enhanced expectations for digital and ecommerce in the luxury space," she said. "As we look ahead, we are thrilled to continue to bring new and exciting innovations to our customers and brand partners."

Expanding reach

With Yoox Marketplace, Yoox Net-A-Porter aims to strengthen its relationships with its global brand partners, providing greater mobility in logistical operations and product offerings.



In October, Yoox Net-A-Porter partnered with resale tech provider ReFluant to launch a luxury resale platform. Image credit: Net-A-Porter

In addition to Yoox's highly-curated brand portfolio, Yoox Marketplace will provide customers instant access to a product assortment including more than 700 brands, some of which will be completely new to the store.

Further, Yoox Marketplace will issue more frequent store updates so its customers may enjoy a varied assortment of products.

Supporting Yoox Net-A-Porter's Infinity strategy, a selection of sustainable brands will be available in the marketplace.

The strategy aspires to give luxury products multiple lives by bringing innovative recommerce experiences to customers across its four online stores by 2025 ([see story](#)).

Brands on Yoox Marketplace will follow the "Good On You" rating system, which informs customers about responsible fashion brands and each item they choose. Yoox Marketplace will also help to support small businesses and up-and-coming brands by providing them a platform to reach the company's global audience.

With the new marketplace, Yoox hopes to surpass one million products available online.

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