

RETAIL

Yoox launches first initiative dedicated to upcycling, Rethink with <3

March 23, 2022



Rethink With

By KATIE TAMOLA

Richemont's Yoox, which is part of Yoox Net-A-Porter Group, is announcing a new space within the Yooxygen edit dedicated to responsible fashion.

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

Rethink with <3 is Yoox's first initiative dedicated to upcycling. Consumers can now peruse disparate pieces and collections on the Yooxygen edit on Yoox.com, aiming to give pieces that would have been otherwise disregarded a new life.

Thoughtful consumption

The first series emerging from the news is a collaboration with Italian designer Caterina Gatta. Her style is identified as ironic yet sophisticated which will be reflected in the exclusive Caterina Gatta x Yoox collection.

The collection will add a chic twist on summer pieces, consisting of 10 tops and 10 skirts with fabrics from local artisan workshops.

At the heart of Ms. Gatta's work is research and the desire to experiment. The designer is actively revisiting how the fashion of the past informs looks for the future.

Rethink with <3 falls under the circular culture pillar of Yoox-Net-A-Porter's 2030 sustainability strategy, promoting better choices by increasing its proportion of products rated as more sustainable.

In January, Yoox announced the launch of its own retail marketplace in Europe as it continues its global expansion.

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 ([see story](#)).