

RETAIL

Yoox adds pre-owned platform to online marketplace

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Folding pre-owned elements into Yoox's online marketplace marks the latest effort by the retail group to support sustainable fashion. Image credit: Yoox Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Farfetch's Yoox.com, part of Yoox Net-A-Porter Group, is joining in on fashion's circular movement with the introduction of a pre-owned section to its digital marketplace.

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This 2,000-piece selection of pre-owned luxury fashion will be accessible through the Yoox marketplace's third-party resale partners, including resale technology provider Reflaunt, which partnered with the group last year on an initial resale initiative. Yoox's current addition reaches shoppers in 30 countries throughout Europe.

"At Yoox, sustainability has always been one of our core values and continues to be our north star as we strive to become a more responsible destination," said Valentina Visconti Prasca, managing director of **Yoox**, in a statement.

"We know it is an increasingly significant factor that influences the shopping behaviors of our customers, who care about how their purchases affect the world around them," she said. "Yoox pre-owned is not only an opportunity for customers to acquire special limited-edition and vintage pieces from their favorite designer, but it also empowers them to give pre-owned products a second life."

"This exciting venture creates a new and more conscious way for our customers to find their next most coveted item."

Second chances

Yoox's latest circular fashion initiative seeks to accommodate a consumer market that is increasingly mindful of where its fashion purchases come from and where they are going.

In October 2021, parent group Yoox Net-A-Porter partnered with the aforementioned Reflaunt to launch a resale platform on Net-A-Porter, and later Mr Porter and The Outnet ([see story](#)). The service allows customers to trade well-preserved, pre-loved items in exchange for store credit from Net-A-Porter, et al ([see story](#)).



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A post shared by YOOX (@yoox)

Approaching sustainability from another angle, Yoox launched its first upcycling platform "Rethink with <3" in March 2022. This platform gave designers a chance to be creative with items that would otherwise be discarded.

The first designer to collaborate with Yoox on an upcycled collection was Italy's Caterina Gatta, who created 10 tops and as many skirts out of reused materials from local artisan shops ([see story](#)).

Last month, LVMH named four designers as ambassadors to its Nona Source platform, the first platform to reuse deadstock materials from the group's leather goods and apparel maisons.

These designers, too, will demonstrate their ability to creatively reinvent materials that would otherwise go to waste and, in so doing, promote sustainable sourcing methods ([see story](#)).

For those in the United Kingdom who wish to hold on to their own luxury items a little longer, Yoox Net-A-Porter launched care and repair initiative in partnership with tailoring service The Seam.

This service, available under Net-A-Porter's "Care and Repair" page, pairs customers with one of a network of U.K. tailors, who determine what a garment needs to best extend its life ([see story](#)).

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