

### E-commerce becomes the mode

There is nothing - including clothes, shoes, and bags - that you cannot buy online. Of course it is convenient but it somehow seems to be boring. Federico Marchetti offers a new idea of e-commerce that is both convenient and inspiring.

#### LUNA PARK

YOOX is one of the most successful fashion e-commerce retailers in the world. YOOX handles a variety of luxury brands and rapidly delivers to more than 100 countries worldwide. Mr. Marchetti has created YOOX which is a very complicated mechanism in detail. YOOX is like a child to him. He completely knows what is good for YOOX and who should be together with YOOX. That might be the secret of his success. We saw him in his white office in the autumn sunshine. Mr. Marchetti started to talk about his marvelous adventure called "YOOX" once he sat at the white table. "YOOX Group is like a very big luna park (amusement park) of fashion. What has led us to be successful is that we have prioritized the excellent service over marketing. Another thing is that YOOX has got at least 5 years ahead of the times. I have established everything about YOOX asking myself what I would want from YOOX if I were a customer. What services mean to me is that we try to meet a wide variety of customer needs. For example, our women customers clearly show a stronger interest in shoes than our male customers. Many of them have concerns about the storage for their shoes. In many cases, they attach a photo to their shoe box to know which shoes are inside. For these needs, we have created a functional stackable shoe box and pre-formatted printable shoe labels to help organize your shoe collection. For this, we have established and improved our services step by step, and that is what makes YOOX what it is today," said Mr. Marchetti.

YOOX has offered its customers better-than-expected services thus far.

"YOOX customers continue to grow and have large amount of information; they are familiar with the situation in our industry. We constantly carry out our detail-oriented tasks without disappointing their expectations. For example, top model Amber Valletta has selected clothes and accessories for YOOXYGEN, the YOOX eco-program. I had the chance to meet Amber, and the more I spoke with her, the more I was convinced that her idea could be resonantly-developed with the YOOX system. If I had not been a founder of YOOX, it would not have been impossible to take a flexible and speedy action. I had the same kind of encounters with others, including Alessandro Guerriero, designer and founder of the Alchimia Group representing Italy, as well as Malcolm McLaren who initiated the punk movement. Many fashion and design brands have appreciated our extensive experience in the field of e-commerce and chosen us as their Internet retail partner in the global market. That is how we currently have numerous mono-brand online stores, which are managed and 'Powered by YOOX Group,'" added Mr. Marchetti.

He combines fashion and the Internet which are seemingly incompatible. However, he has not experienced any difficulty or mistake in the last 13 years.

"YOOX was born from my idea. I could easily decide important matters and priorities. Since I felt it necessary to have an online space for exclusive brands, selected items, and avant-garde designers in the world, the luxury online boutique with mini-stores called 'THECORNER.COM' was launched. In 2012, we established an online store for women dedicated entirely to shoes since I strongly felt that we could not delay the launch," said Mr. Marchetti.

#### THE BEST IS YET TO COM

"Once we have an important request, we can organize a functional system in a short period and meet customer's expectations. It might seem that routine work is sometimes meaningless and less important, but YOOX has assessed the customer needs from there. I always keep asking myself what our customers want from us, what they imagine, and what they would expect from us in the near future. I also ask myself if I were a customer, what should be innovated even if it does not exist at the moment. *The best is yet to com* is the motto of YOOX, and it also means we are the future. We are currently working to promote development through cross-channeling. In short, we mix our customers' experiences between online flagship shops managed by YOOX and physical boutiques managed by brands. It may seem that these two types of businesses conflict each other, but that is not true. For example, one customer goes to a boutique, and he finds an item that he wants to buy, but they don't have his size at the boutique. However, he does not have to give up. He simply visits online shops to get the item in his size. Dreams, virtual images, and concreteness. For YOOX, the synergy of those elements comes true at the very moment. What we need to be successful in the business world is constant action as well as strategy. We continue to create the future."