

**Luxury doesn't fear the Internet anymore**

The virtual shop YOOX triumphs online in a sector so far allergic to the Net

Federico Marchetti, Founder and CEO of YOOX Group, organizes sales of vintage pieces and offers to cult designers a unique platform producing small collections available only on the website. This project (called The Wild Bunch, from a suggestion by Malcolm McLaren) has just been launched, coinciding with Pitti Uomo fair, with a men's collection for the next summer designed by Hussein Chalayan.