



Online shop for remarkable

Recently it's become quite common to buy clothes and shoes online. The most remarkable website is the Italian YOOX.COM (<http://www.yoox.com>).

YOOX.COM, founded six years ago, is different from the other online retailers; it sells end-of-season items in direct cooperation with main designers and prestigious boutiques.

The e-tailer is popular especially among 20-30 year old women interested in fashion and design. The site operates in 6 different languages including English, Japanese and French.

It's possible to find and buy the most famous Italian designer goods, including Prada, Armani, Diesel, Dolce & Gabbana, Marni, Miu Miu and so on.

Moreover it sells exclusive goods, clothing and bags etc. in collaboration with new designers. It also puts efforts into its own projects, for example, Strambo is a project where users can make their own personalized bags online. Customers can put together the form and the parts which were designed by 8 designers including painters and architects etc.

The secret of its popularity is "making it possible to find products that can not be found elsewhere"

