



'What else can you spend your money on?'

A calf pierced by arrows, dead sheep playing a silver foetus and a skull covered in diamonds - Damien Hirst has a new show. The artist talks exclusively to Peter Aspinen



...of the summer shows. The message was a simple one: that Hirst's work was not just a collection of objects, but a way of thinking about the world. It was a way of thinking that was both simple and profound. It was a way of thinking that was both simple and profound. It was a way of thinking that was both simple and profound.

One of the most successful e-tailors of recent years, Milan-based Yoox.com has built its success on a notably different strategy to selling clothes online than proposed by Dawn Bebe's more touchy-feely group approach.

Yoox's founder and CEO Federico Marchetti stormed into the vacuum left after the dotcom boom-and-bust era in 2000, convincing Italian brands to place end-of-season collections online. From a mere €1m in gross sales after its first year in business, Yoox reported sales worth €53m in 2005. By 2006 Yoox was delivering 1m items worldwide, and now boasts about 4,000 new arrivals every day as well as numerous language-specific sites. In addition, Yoox has built e-commerce sites for individual designer brands such as fashion-editor favourite Marni, and another - as yet undisclosed - big-name designer.

"To a store, items may only have a six-month life, but we believe that

designer items still have value outside of a season. The price we sell them for is their value at that moment," says US spokesperson Hilary Bowers, noting that Yoox picks the best of the previous collections, transcending seasonal vagaries. Missed out on winter's black D&G stilettos? Hesitated for too long over that summery Lanvin blouse? Yoox.com could be the answer.



Federico Marchetti, founder of online e-tailer Yoox.com

Key to its success is Yoox's curatorial approach to selecting collections and nurturing innovative hook-ups. Most recently, Yoox retailed an exclusive collection with US designer Jeremy Scott, advertising the partnership with a window display in hip Parisian store Colette. It has teamed up with Tom Ford and journalist Colin MacDowell to support London's Fashion Fringe

competition, exclusively launching the winner, Gavin Douglas's spring/summer collection, on the site. Meanwhile, it has also branched out into design, offering limited-edition products from design firms such as Alessi, and books from Phaidon and Taschen. Then there's a line of kids' T-shirts by former Sex Pistols manager Malcolm McLaren, and a range of children's books.

According to Bowers, diversification is an important component of Yoox's curatorial process. The new Vintage area is a prime example of this, updated each month according to a theme (currently, a timely selection of Factory-era pieces inspired by Andy Warhol) and selected by ex-New Yorker fashion editor Holly Brubach. Ditto the Look section, where an eclectic array of names, such as Alexandra Richards (Keith's daughter) and even Coldplay all select their favourite Yoox items.

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