

WWD

YNAP Creates Female-Only Contest

A panel chaired by the company's chairman and ceo Federico Marchetti and including Margherita Maccapani Missoni and Leandra Medine will name the winner.

By [Sandra Salibian](#) on May 30, 2019



Yoox Net-A-Porter Group promotes digital education among young women.

MILAN — [Yoox Net-a-porter Group](#) is reinforcing its commitment to support and promote digital education among younger generations.

This time the company has launched a female-only contest with the goal of showing the creative possibilities offered by technology and encourage women to pursue digital careers, ultimately aiming to increase female representation in the tech industry.

30 maggio 2019

Pagina 2 di 2

“There aren’t enough women in tech,” said the company’s chairman and chief executive officer [Federico Marchetti](#). “We strongly believe that fashion can provide an effective lens to tackle this issue and change young people’s perceptions, helping to introduce more female talent to digital careers and fulfill their creative potential.”

Dubbed “Incredible Girls of the Future” and running through July 1, the competition invites international young women aged 16 to 25 to submit ideas for the creation of an innovative new fashion app. A sustainable approach is among the elements requested in the projects, which need to drive sustainable change and positively impact the industry.

In order to select the winners, [YNAP](#) has tapped a panel of jurors comprising international fashion and technology profiles. These include M Missoni’s creative director [Margherita Maccapani Missoni](#), who underscored the importance to “nurture young talents and provide a platform for their voices to be heard. This industry flourishes from fresh innovation and the growing digital age requires tech-savvy creativity more than ever.”

Other jury members are Man Repeller’s founder [Leandra Medine](#); Endeavor’s chief marketing officer [Bozoma Saint John](#); Women for Women International U.K. executive editor [Brita Fernandez Schmidt](#), and [Brent Hoberman](#), cofounder and executive chairman at European seed fund based Firstminute Capital, London-based digital accelerator and incubator Founders Factory and Founders Forum.

In addition, the committee will be chaired by Marchetti, Net-a-porter and Mr Porter’s president [Alison Loehnis](#) and Porter magazine’s editor in chief [Sarah Bailey](#).

The winner will receive a mentorship program with the company’s executives, as well as an exclusive one-to-one styling appointment with a personal shopper flanked by a 1,000-pound gift card to spend on Net-a-porter. Two runners-up will receive Net-a-porter goodie bags worth 500 pounds each.

This is not the first time [YNAP](#) has committed to promoting digital education. As reported, in 2016 the company launched a range of initiatives targeted to younger generations in partnership with international institutions, including Imperial College London and Fondazione Golinelli in Bologna, Italy. In 2018, the company trained more than 3,400 young talents, of whom over 50 percent were female.