

# YOOX NET-A-PORTER GROUP

PRESS RELEASE

19 DECEMBER 2019

## FIONA FIRTH APPOINTED MANAGING DIRECTOR, MR PORTER

**LONDON:** YOOX NET-A-PORTER GROUP, the world leader in online luxury and fashion, today announces that Fiona Firth has been appointed as Managing Director, MR PORTER.

Fiona has held the role of Buying Director for MR PORTER since April 2016, when she joined the Group. During her tenure, MR PORTER has delivered exceptional campaigns that have redefined the luxury menswear e-commerce experience. This includes the launch of exclusive capsules with Gucci, Prada, Saint Laurent, Brunello Cucinelli, Tom Ford, Balenciaga and the Mr Porter 'Made in' series, many of them firsts for the brands.

In September 2017, Fiona also played a key role in the launch of the Mr P. Ready To Wear private label, bringing shoes and accessories to the brand in September 2018. In addition, she has overseen MR PORTER's expansion into key categories including luxury watches and lifestyle. Mr Porter now stocks almost 600 brands.

Reporting into Alison Loehnis, President, Luxury Division, and joining a team of long-standing senior divisional and brand leaders, Fiona will be responsible for driving MR PORTER's ambitious development plans. This will include expanding and deepening the unique MR PORTER customer offer across the world and ensuring its continued position as the leader in men's luxury style through exceptional curation, service, content and experiences.

Prior to joining YOOX NET-A-PORTER GROUP Fiona held Senior Leadership roles in Menswear Buying for River Island, Harvey Nichols and Harrods.

*"In our leaders we are looking for courageous and passionate team players, and it is testament to the strength of our talent that we are announcing an internal appointment for this senior role within our Group. I have always promoted a workplace where merit is rewarded, creating great career opportunities for those that excel. Fiona has demonstrated she knows what our luxury customers want, and how to bring this to life in partnership with the world's best luxury brands. MR PORTER is the clear leader in curated, online, luxury menswear and I am extremely excited about its future under her management."*

**- Federico Marchetti, Chairman and CEO of YOOX NET-A-PORTER GROUP**

*"Since Fiona joined the company in 2016, she has demonstrated her deep understanding of global luxury e-commerce and has built exceptional relationships with our brand partners. She has played a key role in the development and launch of many highly successful MR PORTER projects and has driven our successful expansion in new categories. Her dynamic and collaborative leadership style is an excellent fit for our culture and will ensure a seamless experience for our talented teams and global partners. I am extremely pleased that she will be leading the next stage of our ambitious MR PORTER journey."*

**- Alison Loehnis, President, Luxury Division, YOOX NET-A-PORTER GROUP**

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## NOTES TO EDITOR

### About YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world leader in online luxury and fashion with 4 million high-spending active customers in 180 countries. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by nearly 20 years of insights into the modern luxury shopper.

YOOX NET-A-PORTER is uniquely positioned in the high-growth luxury e-commerce sector thanks to a focused business model that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops: NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. The Group's Online Flagship Stores division partners with many leading luxury brands to power their own e-commerce destinations, including the next era of omnichannel solutions that blur the line between online shopping, mobility and the boutique.

YOOX NET-A-PORTER balances technology and human touch to create a truly luxury shopping experience. Artificial intelligence, augmented reality, voice and visual search are all innovations that the Group is developing to enrich the customer experience - which is nearly always via a smartphone. Sustainability and social responsibility increasingly shape the product offering as they do the way YOOX NET-A-PORTER conducts business and drives positive change.

YOOX NET-A-PORTER is a global Group with Anglo-Italian roots. Its localised approach to serving customers is supported by offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong. The Group strengthened its presence in the fast-growing Chinese and Middle Eastern luxury markets through joint ventures with the strongest local partners, namely Alibaba and Mohamed Alabbar's Symphony Investments. YOOX NET-A-PORTER is part of Richemont. Federico Marchetti, founder of YOOX, is the Group's CEO and Chairman.

For more information, visit: <http://www.ynap.com/>