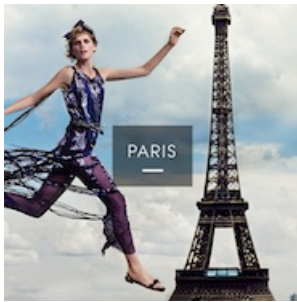


MULTICHANNEL

Style.com advances as ecommerce player, hires fashion director

November 10, 2015



Vogue's City Directory for Paris; Conde Nast's titles reach an international audience

By STAFF REPORTS

As Style.com transforms from editorial to an ecommerce platform, the site has selected Yasmin Sewell as its fashion director.

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In April, Cond Nast announced that Style.com would be rebranded as an ecommerce site that will sell merchandise directly through the desktop sites and digital editions of its publications on mobile applications. When the new Style.com ecommerce platform launches, Cond Nast readers will be able to scan items in the print magazines with their devices to make a purchase, shortening the path between editorial and commerce ([see story](#)).

Game changers

Ms. Sewell began her role Nov. 10 and will report directly to Franck Zayan, Style.com's president.

Before being tapped by Style.com, Ms. Sewell was a trusted consultant to fashion and retail businesses working at London retail stalwarts. At Browns, Ms. Sewell served as buying director and during her time at Liberty London she was the chief creative consultant.

These roles have proven instrumental in Ms. Sewell's positioning as a trusted voice in the fashion industry.



Yasim Sewell will work as Style.com's fashion director

In a statement, Mr. Zayan said, "Yasmin's unique vision for products, trends and talents will be pivotal in Style.com's growth. She is one of the most sought-after consultants in the industry, so having her as a full time member of our team is a great accomplishment."

Style.com, which Ms. Sewell has called a "game-changing project," will launch this fall in the United Kingdom, followed by the United States and other global markets in due course.

The new Style.com is meant to reach the readership of the company's 140 magazines and more than 120 Web sites as well as an extended audience. It has a number of native language versions of its titles, which include Glamour and Architectural Digest.

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