

COMMERCE

## Yoox Net-A-Porter adds new perspectives to board of directors

December 16, 2015



*Instagram image from Yoox*

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By STAFF REPORTS

Yoox Net-A-Porter Group has appointed Eva Chen and Vittorio Radice as independent members of its board of directors to cull their respective expertise in fashion media and retail.

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Ms. Chen is currently the global head of fashion partnerships at Instagram, coming to the social network following positions at major publications including Elle, and Mr. Radice is the vice chairman of department store la Rinascente, with a resume filled with positions at luxury retailers. With Yoox Net-A-Porter Group positioned at the intersection of digital and fashion retail, having these new experts on the board will help guide the newly merged company.

### Mixed talent

With these new additions, the group's board now consists of 11 directors, seven of whom are independent. Other independent members include Raffaello Napoleone, who is CEO of trade show organizer Pitti Immagine, and Campari Group CEO Robert Kunze-Concewitz.

Ms. Chen has been at Instagram since July 2015. She was previously editor-in-chief of Lucky magazine for two years, and has also worked at the titles Teen Vogue and the Wall Street Journal.



*Eva Chen*

Beyond helping brands on Instagram, Ms. Chen has developed a brand of her own, with 500,000 followers on the platform.

Mr. Radice, vice chairman in charge of international development at la Rinascente, most recently led the retailer's repositioning. As chief executive of Selfridges from 1996 to 2003, he was instrumental in the store's revival.



*Vittorio Radice*

"I am delighted to welcome Eva and Vittorio," said Federico Marchetti, CEO of Yoox Net-A-Porter Group. "Eva's appointment brings our customers right onto the board.

"She is one of the industry's most connected and innovative voices and brings a fresh, youthful perspective together

with exceptional expertise at the convergence of social commerce and fashion," he said. "She also represents one of our most important markets - the U.S. - and will bring that sensibility to the heart of the business.

"Vittorio is a retail connoisseur and a champion of exceptional service. His extensive professional experience of traditional luxury retail in both London and Milan perfectly unites the heritages of the combined group and will provide vital insights as we enter an exciting new phase of growth."

Since its merger, Yoox Net-A-Porter has seen a number of changes to its top leadership.

In September, Net-A-Porter founder Natalie Massenet resigned from her company, as its merger with fellow online retailer Yoox was about to come to fruition ([see story](#)).

The Outnet's president Stephanie Phair and Mr Porter managing director Ian Tansley also left in November.

The merger between Yoox and Net-A-Porter brings together each of the online retailers' strengths, which will enable them to better serve customers, according to Yoox's founder at the FT Business of Luxury Summit June 9.

This new venture brings together two peer entrepreneurs who took different paths toward the same goal, and therefore bring different assets to the table, creating a balanced business. With the company run independently of any conglomerates, it opens the field to potential partners, possibly a first for an industry that centers on strict competition ([see story](#)).

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