

HOME FURNISHINGS

Pirch hires from Luxottica Group for presidential position

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Pirch showroom in Paramus, NJ

By STAFF REPORTS

Appliance retailer Pirch has appointed Andrea Dorigo its new president, looking to draw upon the executive's experience within the luxury sector.

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Mr. Dorigo was most recently at Luxottica Group, and he previously held roles at Giorgio Armani, and Safilo. As Pirch seeks to innovate and disrupt the retail game with its experiential showrooms, Mr. Dorigo's background is expected to help the company expand.

Revamping retail

Mr. Dorigo will be in charge of overseeing all of the Pirch showrooms across the United States. The executive is also taking the lead on Pirch's organizational changes focused on best serving the customer.

From 2005, Mr. Dorigo has worked at eyewear designer, manufacturer and distributor Luxottica Group, gaining responsibilities as he was appointed to roles including president of Brooks Brothers and president of Oakley. Prior to Luxottica, Mr. Dorigo worked at eyewear group Safilo, Giorgio Armani and consultancy McKinsey & Company.

"We are delighted to welcome Andrea to the Pirch family," said Jeffery R. Sears, CEO/co-founder of Pirch, in a brand statement.

"Andrea's background is a natural fit for our brand growth and we look forward to him infusing his expertise, experience and leadership across retail into Pirch," he said. "He is a strong addition to our executive team and will play a vital role in our growing business."

Home retailer Pirch has expanded into the New York market with a SoHo showroom that opened May 21.



Pirch campaign

Pirch's new showroom joins its network of eight locations across the United States, where it sells top-end kitchen, bath and outdoor appliances in a one-of-a-kind environment. The Pirch retail model allows consumers to try before they buy, letting homeowners "test drive" appliances, from sector leaders such as Sub-Zero, Kalamazoo and Wolf, right in its interactive showrooms ([see story](#)).

"I am excited to join such an energetic and passionate group of people. Pirch is driving meaningful change and innovation by empowering the customer and putting them at the center of everything we do," Mr. Dorigo said. "One of the most compelling elements of the winning Pirch formula is the experience we offer our guests. I look forward to finding new ways to bring this inspiring concept to more people nationwide."

1 thought on "Pirch hires from Luxottica Group for presidential position"

1. Jeanine Solomon says:

[August 27, 2016 at 11:24 pm](#)

CONGRATULATIONS Andrea!! You will be so awesome in your new position at Pirch! They will learn so much from you! Best of Luck!!

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