

RETAIL

Net-A-Porter hires managing director from Barneys

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Net-A-Porter app

By STAFF REPORTS

Online retail group Yoox Net-A-Porter has appointed Matthew Woolsey its new managing director for Net-A-Porter.

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Formerly the executive vice president of digital at Barneys New York, Mr. Woolsey's new position will involve managing daily operations at Net-A-Porter, overseeing the ecommerce platform's content, marketing and buying. As Yoox Net-A-Porter looks to grow its business, the newest member of the group's executive team is expected to help further its strategy of delivering commerce alongside content.

Track record

Working out of Net-A-Porter's London headquarters, Mr. Woolsey will report to Net-A-Porter and Mr Porter president Allison Loehnis. Ms. Loehnis will continue to head the strategy for both of the retailers.

During his tenure at Barneys, Mr. Woolsey tripled the retailer's digital business in four years, leveraging content, personalization and mobile. These core pillars are also present in Net-A-Porter, which prides itself on a combination of innovation and an editorial voice.

"Matthew is an outstanding talent with a track record of excellence in areas core to our business," Ms. Loehnis said. "His background in journalism, tech and ecommerce defines him as a true 21st century leader with a clear vision of how best to harness technology to enhance service and customer experience.

"Matthew's understanding of both an American and international luxury fashion customer will serve him well in his new role managing Net-A-Porter's global business," she said. "Alongside Toby Bateman at Mr Porter we have two exceptional talents driving our businesses forward to an exciting future."



Matthew Woolsey

Yoox Net-A-Porter Group has posted strong annual net revenue growths of 17 percent to 20 percent, at constant exchange rates, in a retail climate that has seen traditional department stores post losses each quarter. Setting its sights on 2020, Yoox Net-A-Porter plans to grow its business via the fastest growing channel in the luxury market: ecommerce.

The group's five-year plan includes international expansion, a focus on unique products and an accelerated shift toward mobile to enhance conversions, customer engagement and retention ([see story](#)).

"I am delighted to join Net-A-Porter and build on its track record of continuously reinventing luxury retail," Mr. Woolsey said. "The creativity and desire of the team to set new standards will allow us to bring new experiences to our brands and customers."

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