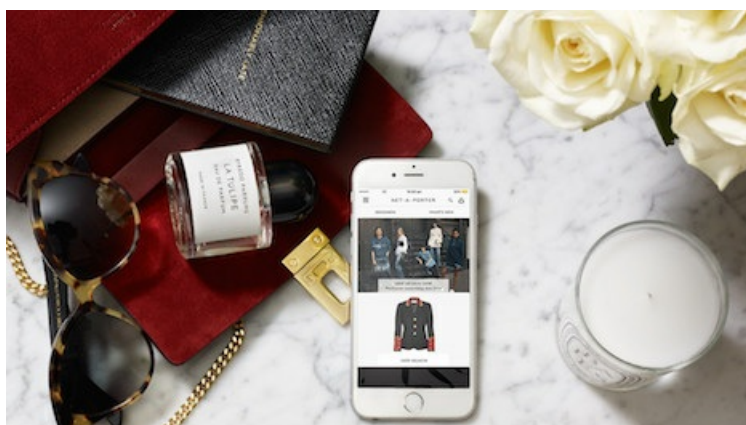


RETAIL

Net-A-Porter hires global marketing director from Jimmy Choo

February 9, 2017



Net-A-Porter app

By STAFF REPORTS

Online retailer Net-A-Porter has appointed Dana Gers as its new global marketing and communications director.

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Ms. Gers, who is currently the senior vice president global brand marketing and communications at Jimmy Choo, will assume her role at Net-A-Porter in April. This hire is expected to bolster Net-A-Porter's efforts to enhance its marketing and communications activities.

Branding plan

In her current role at Jimmy Choo, Ms. Gers oversees the brand's development through advertising, public relations, direct marketing, digital, CRM and visual merchandising. Aside from Jimmy Choo, Ms. Gers' resume includes experience at Guerlain, the Movado Group, Baccarat and Salvatore Ferragamo.

For Net-A-Porter, the executive will work on the retailer's marketing activations and communications strategy, focusing on expanding and retaining its client base and growing sales.



Image from Net-A-Porter's spring/summer 2017 ads

"I am thrilled to join Net-A-Porter, as the brand and business has always been a reference for best-in-class digital marketing and innovation," Ms. Gers said. "The team have done a brilliant job creating the premiere destination for luxury fashion, and I look forward to bringing my experience uniting a strong sense of creativity with an analytical and strategic approach to continue to help the business flourish.

"This couldn't be a more exciting time to join the company and collaborate with such inspiring leadership."

Ms. Gers will report to Matthew Woolsey, Net-A-Porter's managing director who was recently hired from Barneys New York ([see story](#)). She will be based out of the company's London office.

"Dana has a wealth of experience in the digital and communications field," said Alison Loehnis, president of Net-A-Porter and Mr Porter. "Her skill sets and instincts as a creative and strategic marketer will propel Net-A-Porter as we continue to grow our business.

"Her appointment highlights our commitment to building our talent base and amplifying our communications strategy and voice around the globe," she said. "We are delighted to welcome her to the team."

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