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Natalie Massenet named Farfetch co-chairman to further shake up luxury selling

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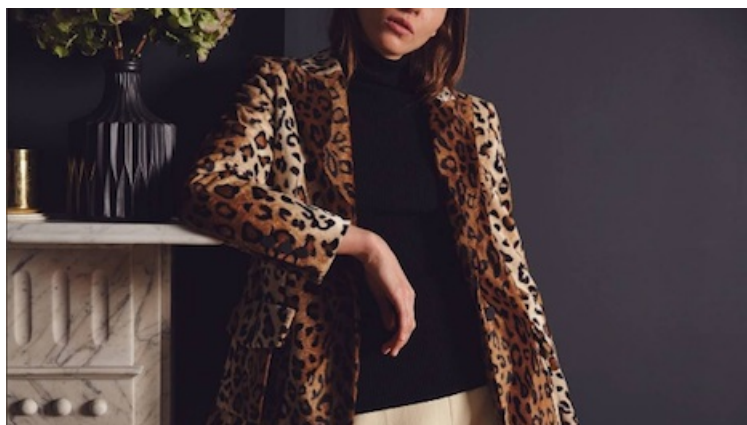


Image courtesy of Farfetch

By STAFF REPORTS

Net-A-Porter Group founder Dame Natalie Massenet is bringing her pioneering take on technology in fashion to a new platform.

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Dame Natalie, who left Net-A-Porter prior to the close of its merger with Yoox, is joining luxury ecommerce competitor Farfetch's board of directors as a non-executive co-chairman, confirming earlier rumors ([see story](#)). As the chairman of the British Fashion Council, the entrepreneur is expected to help the company further its ties to the fashion industry.

Luxury online

Dame Natalie, a former fashion journalist, founded Net-A-Porter.com in 2000. At the time, it was the first online platform for buying luxury fashion. From there, the company grew with the addition of brother site Mr Porter and The Outnet.

The Net-A-Porter Group retailers share an editorial point of view, with online content an integral part of the shopping experience. The company also branched into print publishing with Porter magazine, a shoppable title.

In 2015, [Bloomberg](#) reported that after 15 years, the executive was leaving rather than staying on to become the chairman of Yoox Net-A-Porter Group, taking it as the right time to explore other opportunities ([see story](#)).

In her new role at Farfetch, Dame Natalie will work closely with the tech company's founder and CEO Jos Neves, her co-chairman. Farfetch, founded in 2008, looked to similarly disrupt the luxury ecommerce space, giving shoppers access to fashions sold at upscale boutiques from anywhere in the world.



Jos Neves and Natalie Massenet

Both collaborators see the potential that technology has to elevate the customer experience. In addition to her expertise at running a global ecommerce business, Dame Natalie will be tasked with helping Farfetch grow its brand.

"I have, since Net-A-Porter launched, been a huge admirer of Natalie, she really is the undisputed pioneer, paving the way for the rest of us by demonstrating that not only could luxury be sold online but also that the Internet would eventually become the primary way consumers engage with brands, globally," Mr. Neves said in a brand statement.

"Natalie has unrivalled entrepreneurial instinct, understanding of the luxury consumer and knows how to build global brands like no one else," he said. "It is simply a dream come true to have Natalie partner with me, with a shared vision and tremendous will to - yet again - shape the future of luxury."

Farfetch is eyeing an eventual IPO, and the company has raised more than \$300 million to-date through a series of investment rounds ([see story](#)). Currently, it has a network of more than 500 boutiques on its platform, and it plans to grow its business internationally, including in Asia-Pacific.

"I am honored and excited to support Jos and the Farfetch team as they continue to build a unique vision of what the future of fashion and technology looks like," Dame Natalie said in a statement.

"What Farfetch has done to rewrite the rulebook on how technology can work alongside bricks and mortar to elevate the customer experience stands out in the industry. When Jos asked me to come on board it was an opportunity I couldn't turn down," she said. "Jos is a true innovator, and I am thrilled to join him as he grows Farfetch into the online platform of choice for luxury fashion."