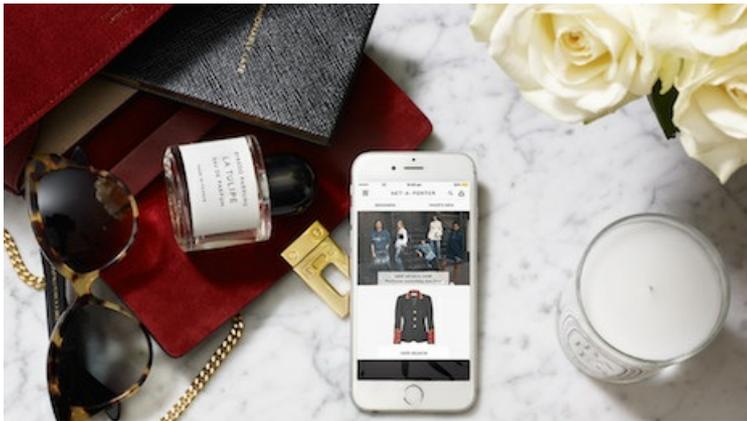


RETAIL

Net-A-Porter hires global buying director from Bergdorf Goodman

May 12, 2017



Net-A-Porter app

By STAFF REPORTS

Online retailer Net-A-Porter has named Elizabeth von der Goltz its global buying director.

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Ms. von der Goltz was most recently Bergdorf Goodman's senior vice president general merchandise manager, where she oversaw fine apparel, designer sportswear, contemporary, jewelry and beauty. The executive will assume her role this summer, relocating to Yoox Net-A-Porter's headquarters in London.

Ecommerce curator

Ms. von der Goltz spent 14 years at Bergdorf Goodman, rising within the Neiman Marcus Group retailer to her latest position over the years. Net-A-Porter is now looking to use her knowledge of the luxury consumer to help drive sales and developing collections.

"With her exceptional eye for product and a deep and abiding understanding of the international luxury customer, Elizabeth will bring great leadership to our stellar team of buyers," said Alison Loehnis, president of Net-A-Porter and Mr Porter.

"Her proven track record in growth, business development and strong relationships with brands will ensure that we continue to offer our customer the best fashion curation inclusive of exceptional pieces and collections she can find nowhere else," she said. "We are delighted to welcome her to the team."



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

At Net-A-Porter, Ms. von der Goltz will report to Ms. Loehnis and Net-A-Porter managing director Matthew Woolsey.

As Ms. von der Goltz moves on from Bergdorf Goodman, the New York-based retailer is making internal promotions within its merchandising organization.

Senior vice president, general merchandise manager Melissa Lowenkron will now oversee women's ready-to-wear, footwear, handbags and beauty, reporting to Jim Gold, president, chief merchandising officer at Neiman Marcus Group.

Kenneth Gaston, most recently vice president, associate general merchandise manager, will become vice president, general merchandise manager. Mr. Gaston will report to Ms. Lowenkron, expanding his responsibilities from men's to include jewelry, home and children's goods.

Net-A-Porter has been establishing relationships with a number of luxury brands across categories, convincing them to launch exclusives or join ecommerce with its own platform first.

The online retailer has become a popular testing ground for luxury jewelers, allowing brands that have limited digital distribution a chance to expand their ecommerce footprint.

One of the latest label to join the retailer's fine jewelry offerings is Switzerland's Piaget, which debuted its Possessions line on the site in April. Luxury brands traditionally seek control in their distribution, but a number of jewelers have entrusted Net-A-Porter to retail multi-thousand dollar pieces online ([see story](#)).

In the fashion category, brands such as Gucci, Prada and Manolo Blahnik have all worked with Net-A-Porter to develop exclusives.

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