

RETAIL

## Farfetch looks to further brand development through CMO appointment

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*FarfetchOS promotional image. Image credit: Farfetch*

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By STAFF REPORTS

Online retailer Farfetch has promoted John Veichmanis to chief marketing officer.

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Mr. Veichmanis, who has been the company's senior vice president of digital marketing since 2015, will be in charge of building the ecommerce platform's brand. The executive succeeds former CMO Stephanie Horton, who has exited the company after almost four years.

### Platform positioning

Mr. Veichmanis' resume includes a number of technology companies including Dell, Apple, Skype and Expedia. The 20-year industry veteran will oversee a team of 100 tech, creative and marketing minds at Farfetch to develop brand communications as well as solutions aimed at customer acquisition and retention, while also retaining a seat on Farfetch's strategy board.

"We're really excited about adding brand marketing to John's existing digital marketing remit, as we seek to develop an integrated approach to marketing, that will allow us to leverage our considerable investments in performance based media," said Andrew Robb, chief operating officer at Farfetch, in a statement. "Our goal is to build seamless campaigns across all channels, so we can tell the story of our brand whilst also generating demand for our brand and boutique partners on the platform."



*John Veichmanis*

While a multi-brand shopping environment that links consumers with the eclectic assortment available from a network of independent boutiques and brands, Farfetch.com has previously built up its own personality through creative campaigns.

For instance, its first brand campaign "Unfollow," which ran in print, digital and outdoors starting in 2015, showed models photographed with their backs to the camera, communicating that instead of following a fashion pack to conform, Farfetch's consumers shop for their own loves of fashion ([see story](#)).

More recently, Farfetch worked with agency Wednesday on its "The One" campaign, which celebrates the hunt for the perfect items ([see story](#)).

Online retailer Farfetch is furthering efforts to humanize the retail experience by closing the loop between digital and in-store selling with its Store of the Future launch.

Unveiled April 12 at Farfetch's invite-only FarfetchOS conference in London ([see story](#)), Store of the Future (SoF) is in BETA, and will link together the online and offline worlds through data touchpoints that enhance and personalize the retail experience for consumers while presenting sales associates with chances to become in-store influencers. As luxury retail is reconfigured to respond to modern consumers' shifting behavior and expectations, technology has gone from a hindrance to an empowerment tool ([see story](#)).

"The luxury fashion industry is changing quickly and by 2025 a quarter of all luxury sales will be made online," Mr. Veichmanis said. "This shift is driving new opportunities for us to leverage our data, technology and creative capabilities to build highly targeted and personalized campaigns globally.

"I am super excited about working with a truly world class team who have a real passion for both luxury fashion and technology."

As it looks to benefit from the growing move online, Farfetch has made a number of hires from the ecommerce space in the past year, adding Net-A-Porter founder Natalie Massenet co-chairman and tapping The Outnet founder Stephanie Phair to fill a newly created chief strategy officer position.