

RETAIL

Olivela recruits chief merchant from Saks

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Olivela's ecommerce charity home page. Image courtesy of Olivela

By STAFF REPORTS

As it grows its business, philanthropic retailer Olivela has hired a chief merchant with expansive knowledge of luxury goods.

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Exclusively online, Olivela launched earlier this year and works with a number of luxury brands to create a transparent path between the purchase of a good and the charity the proceeds are meant to support. Valentino, Jimmy Choo, Dolce & Gabbana and Marc Jacobs were among the first designers to jump on board, while the GOOD+ Foundation, Malala Fund, VH1 Save The Music Foundation and Too Young To Wed are Olivela's first round of charity partners.

The Olivela effect

By shopping on Olivela, consumers will be able to track how their purchases are impacting special causes that have partnered with the retailer.

Each shopper will have a personalized dashboard, which measures what the platform has named "The Olivela Effect." The dashboard will show, in detail, what charities they have personally influenced through their purchases and how these charities were affected.

Brands will have their own pages, under the tab "Designers," where all available products are listed. Beside each item for sale on Olivela, the charity the product is benefitting will be noted ([see story](#)).

Olivela has announced that Kristen Sosa has joined the retailer as its chief merchant.



Kristen Sosa spent more than 20 years working for Saks Fifth Avenue. Image credit: Olivela

Ms. Sosa will oversee Olivela's merchandising vision, brand relationships and the curation of products for the retailer from luxury's leading houses.

A seasoned merchant, Ms. Sosa joins Olivela from department store chain Saks Fifth Avenue where she spent more than 20 years in different merchandising leadership positions.

Ms. Sosa's most recent role was chief merchant at Saks-owned ecommerce site Gilt Groupe. Prior to that position, Ms. Sosa was senior vice president and general merchandise manager of off-price retailer Saks Off 5th.

"I am thrilled to welcome Kristen to the Olivela family, she has tremendous experience and an innate ability to understand fashion trends and customer needs," said Stacey Boyd, founder and CEO of Olivela, in a statement.

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