

RETAIL

Farfetch adds 1stDibs' CEO to board of directors

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Farfetch is expanding its global reach. Image credit: Farfetch, photo by @tsangtastic

By STAFF REPORTS

Online retailer Farfetch has announced that David Rosenblatt has joined its board of directors as a non-executive member.

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Mr. Rosenblatt is the CEO of luxury goods marketplace 1stDibs, and brings 25 years of experience to Farfetch's board. Mr. Rosenblatt joined 1stDibs in 2011, and since then has transformed the business from an advertising model to a globalized ecommerce platform.

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Prior to 1stDibs, Mr. Rosenblatt was the CEO of DoubleClick, an ad technology vendor and display advertising marketplace. DoubleClick was acquired by Google in 2008 for \$3.2 billion.

During his tenure at DoubleClick, Mr. Rosenblatt helped create the display advertising industry. Mr. Rosenblatt also oversaw the launch of DoubleClick Ad Exchange.

"We are delighted to have David join our board of directors," said Jose Neves, founder co-chairman of Farfetch Group, in a statement. "David has a wealth of experience in building global technology-based businesses including DoubleClick and 1stDibs.

"We are honored by his appointment and look forward to many years of working with him as we continue to expand our business," he said.



Farfetch's board of director welcomes David Rosenblatt. Image credit: Farfetch, photo by @TheFashionGuitar

Mr. Rosenblatt's appointment to the board of directors comes at a time when Farfetch is accelerating its business into new directions.

In the last year, Farfetch has launched Farfetch For All, an employee shares scheme, and has unveiled the Store of the Future business division at the first invite-only FarfetchOS conference.

Farfetch has also inked deals with Gucci, Conde Nast and China's JD.com all in the last year.

The online retailer counts Dame Natalie Massenet, the founder of Net-A-Porter, as its non-executive co-chairman. As the chairman of the British Fashion Council, the entrepreneur is expected to help the company further its ties to the fashion industry ([see story](#)).

"Jose and the Farfetch team have done a fantastic job building a global, leading full-price luxury fashion ecommerce business and I am thrilled to join the board of directors to help contribute to the success of the company," Mr. Rosenblatt said in a statement.

"Farfetch and IstDibs have similar business models and customers, yet a different product offering, and I look forward to working with the company to further its growth," he said.

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