

RETAIL

Farfetch taps Yasmin Sewell for new style-focused role

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Millennials spend more money on experiences than products. Image credit: Farfetch

By STAFF REPORTS

Online retailer Farfetch has hired former Style.com fashion director Yasmin Sewell as its vice president of style and creative.

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In the newly created position, Ms. Sewell will oversee the editorial and creative teams at Farfetch, providing direction for both content and styling. This appointment comes on the heels of Farfetch and Cond Nast's announcement that they would be collaborating to build editorial ecommerce experiences.

Content and commerce

Prior to the now defunct Style.com, Ms. Sewell was working as a fashion consultant. Her resume also includes working at Browns as buying director and the role of chief creative consultant at Liberty London.

"Farfetch is undoubtedly one of the most innovative companies in today's retail landscape," Ms. Sewell said in a statement. "I've known Jos since the beginning - we are past collaborators, and it is an honor for me to become a full-time part of everything Farfetch is creating now and even more so, all that is to come.

"This role is an exciting evolution for me, finding and fostering new design talent has been a particularly fulfilling part of my career to date, and I'm excited to extend this to the realm of directors, photographers and creatives of all types," she said. "I am thrilled to be joining the team at this time as we define what content and commerce means for the Farfetch customer globally."



Yasmin Sewell. Image courtesy of Farfetch, photo by Cris Fragkou

Ms. Sewell is joining Farfetch as it kicks off a collaboration with her previous employer.

The Style.com domain, which was previously an editorial site but was rebranded as a shopping destination for Cond Nast's magazines last year, is now getting a third life courtesy of a partnership between the publisher and online retailer Farfetch. This collaboration, which will see the integration of shopping and content, builds on Cond Nast's existing relationship with Farfetch as one of its investors ([see story](#)).

At Farfetch, Ms. Sewell will report to the retailer's chief marketing officer John Veichmanis. "Millennial customers have really connected with our proposition as the diversity of product on the platform massively appeals to their sense of individuality," Mr. Veichmanis said. "Building on our recent content and commerce partnership with Cond Nast, we want to develop new and inventive creative formats that help our customers discover more of the wonderful product available at Farfetch.

"We're so excited about Yasmin joining the team to lead our style and creative strategy as she shares our passion for innovative digital thinking and product discovery," he said.

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