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Deborah Nicodemus – Woman to Watch 2018

October 11, 2017



Deborah Nicodemus, CEO, Moda Operandi

By STAFF REPORTS

Deborah Nicodemus

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CEO, **Moda Operandi**, New York

"Luxury is no longer defined by price, product or even brands"

What do you most like about your job?

As CEO of a global luxury ecommerce company, there are numerous aspects of my position which energize me.

However, what I love most is engaging with my team and building the business together. Since I joined Moda Operandi in 2013, my heart has always been about people.

As a leader, every day I am able to provide opportunities for an already highly creative team to collaborate on critically important company strategies, building their mental and emotional IQs. The energy in the office is infectious; it is an extraordinary environment where ideas come to life delivering extraordinary results.

As a pure player in ecommerce, the pace is quick, there are humbling challenges, yet together we have carved out a space within the luxury segment for a unique business model while remaining fresh and relevant.

What is the biggest challenge in your job?

Patience. The growth potential today is unprecedented, it is a what's-next world for a business.

I continuously evaluate the growth of our company and its contribution to the overall business, stability, resources and the health and spirit of the team.

Our space is luxury, and luxury players ensure that every step taken is purposefully, leading to the end goal of serving clients and elevating the experience.

What is your work priority for 2018?

Moda Operandi is steeped in luxury and technology. Our growth initiatives center on the idea of elevating online luxury.

At a glance, our priorities for 2018 are:

Expansion - international and category

Innovation - technology and client experience

Client experience - online and offline

Marketing - client acquisition and retention

What is your proudest achievement in luxury?

One of the more rewarding achievements for me has been the consistent delivery on our commitments and financial goals.

I am dedicated to delivering a highly elevated online and offline client experience versus falling to the temptation of quick, unmeasured actions that dilutes a brand's image. I am also very proud of the position Moda Operandi has achieved in the luxury space, having only launched in 2011.

I think we can attribute this highly developed brand image to the work of the M'O team. That is how we are able to have the weight of a more mature brand.

How do you see luxury evolving in 2018?

Luxury is no longer defined by price, product or even brands.

The new luxury is "modern luxury," where clients want to be submerged in discovery and the stimuli captivates the heart and soul.

At Moda Operandi, we are in the midst of defining the experience of "modern luxury."

Please click here to view the full Luxury Women to Watch 2018 list

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