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Stephanie Phair – Woman to Watch 2018

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Stephanie Phair is chief strategy officer of Farfetch

By STAFF REPORTS

Stephanie Phair

Chief strategy officer, **Farfetch**, London

"Global influencers, user-generated content and service standards set by other companies such as Amazon set the tone for what a consumer expects in fashion"

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What do you most like about your job?

I am inspired daily by the smart people I work with at Farfetch and the people I get to meet externally through my job entrepreneurs working at the cross section between fashion and technology, two industries that have not previously come together and where Farfetch is leading the way.

I love the variety of my role. One day I am working on structuring a partnership, like the one we struck with Cond Nast internationally, and the other I am hearing a first-time entrepreneur talk about an application they created to showcase digital content while browsing in a store.

What is the biggest challenge in your job?

Seeing or predicting what is around the corner, whether it is shopping habits of the new luxury consumer or which new technology to back.

Farfetch's DNA is around innovation, but as the company gets bigger we need to keep that spirit in everything we do. That takes a particular effort.

What is your work priority for 2018?

2018 will be a big year for our Store of the Future business, launching its first showcase in Browns East as well as at the Thom Browne store in New York, but there is so much else we are working on and prioritizing is difficult when it is all so exciting.

What is your proudest achievement in luxury?

My role at Farfetch is my proudest moment yet.

I am very excited about the opportunity ahead for the business as it defines what it is to be a technology company that

empowers and supports the fashion industry, its creators, curators and content providers and, most importantly, the customers who buy fashion.

How do you see luxury evolving in 2018?

Luxury and fashion is evolving to speak to a consumer who prioritizes individuality and is inspired by much more than what brands are telling them.

Global influencers, user-generated content and service standards set by other companies such as Amazon set the tone for what a consumer expects in fashion.

Through its breadth of product, global presence and local ties to boutiques, Farfetch is well positioned to leverage this and attract a customer that wants to consume luxury in a new way.

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