

JEWELRY

## Audrey Yu Woman to Watch 2018

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Audrey Yu, vice president, global digital, John Hardy

By STAFF REPORTS

Audrey Yu

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Vice president of global digital, **John Hardy**, New York

"With the luxury goods market becoming ever more competitive and the global demand staying relatively flat, the key for any successful luxury brand will be to innovate more quickly to surprise and delight"

What do you most like about your job?

I often say, "There's never a dull day at John Hardy."

Overseeing global digital at a growing luxury brand, I have been given a license to continuously think big and innovate our product marketing, customer acquisition and go-to-market strategy.

I have been blessed in my job with the opportunity to work with an amazing group of forward-looking, digital-focused and technology-passionate executives and team members, led by our CEO, Robert Hanson.

What is the biggest challenge in your job?

The biggest challenge is always connecting with our clients on their terms and getting ahead of their expectations to delight them.

It takes time, time that any growing brand does not necessarily have, a coordinated cross-functional team and a disciplined approach to monitor and cater to our clients' ever-changing demands.

At John Hardy, we are laser-focused on using both technology-driven digital and traditional strategies to unify online and in-store client experience.

When executed well, we are able to create a meaningful connection that stays with the client wherever they are.

What is your work priority for 2018?

Currently, I'm reimagining and launching a new one-of-a-kind John Hardy digital client experience.

In 2018, I'm prioritizing the exploration of new channels and scalable ways to connect with our consumers on a

one-on-one basis globally.

We strive to make John Hardy a top-of-mind luxury brand that becomes a part of our consumers' lives and social conversation, both online and offline.

What is your proudest achievement in luxury?

Our launch of Hero's conversational shopping clienteling app has created a real-time, interactive way for our online clients to shop with a John Hardy in-store sales associate via both the Web and mobile device.

This seamless integration of digital technology with personal relationship building across channel has transformed our understanding of our consumer, and opened up tremendous possibilities for connecting online and offline growth.

How do you see luxury evolving in 2018?

With the luxury goods market becoming ever more competitive and the global demand staying relatively flat, the key for any successful luxury brand will be to innovate more quickly to surprise and delight.

Whether the challenge is technology or brand resonance or personalization or social media, tying together luxury experience and speed in delivering all commercial activities will only grow in importance.

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