

APPAREL AND ACCESSORIES

## Ralph Lauren invests in digital with new appointments

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*Ralph Lauren's runway show at his home in New York. Image credit: Ralph Lauren*

By STAFF REPORTS

U.S. fashion company Ralph Lauren has hired Alice Delahunt, formerly of Burberry, as its first chief digital officer.

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In the newly created role, Ms. Delahunt will oversee the corporation's digital platforms around the globe and focus on the digital customer experience. As digital and ecommerce are becoming an increasingly integral part of luxury operations, Ralph Lauren sought out additional talent in the space.

### Forward looking

Ms. Delahunt was most recently at Burberry, where she was director of digital marketing. At Burberry, she was focused on digital innovation, including new ways of using social platforms.

When Ms. Delahunt begins in April, she will report directly to Ralph Lauren Corporation's CEO Patrice Louvet and act as a member of the executive leadership team.

Ralph Lauren also appointed Lauren Porco as its senior vice president of ecommerce for Ralph Lauren North America. The executive, whose prior experience includes 12 years at Amazon, was most recently in charge of ecommerce at Ralph Lauren-owned brand Club Monaco.

Valeria Juarez, who was most recently Ralph Lauren's senior vice president of ecommerce for EMEA, will now be the company's international senior vice president of ecommerce. Ms. Juarez's resume includes previous roles at Amazon UK and Diageo.



*Ralph Lauren is adding to its digital team. Image credit: Ralph Lauren*

In August, Ralph Lauren hired Janet Sherlock as its chief information officer. Ms. Sherlock was formerly at Carter's, where she was also CIO.

Ralph Lauren has also hired Cyrus "Cy" Fenton as its senior vice president of IT security and infrastructure, chief information security officer. Mr. Fenton comes to Ralph Lauren from Books-A-Million Inc., where he led omnichannel efforts and information technology.

"We are moving urgently to expand our digital presence all over the world and bringing in the right senior talent to help us deliver," Mr. Louvet said in a statement. "We have to meet consumers where they are, which is increasingly online, and digital expansion is one critical way we will drive new growth for our iconic business and brand."

Digital is a key part of Ralph Lauren's Way Forward plan centered on driving profitability and value.

The company is focused on increasing its digital presence and its footprint around the world. In China in particular, the company is now retailing on T-mall and JD.com, and it also launched a WeChat.

Ralph Lauren has also grown its digital and social media impressions through activations such as its Instagram Stories campaign leading up to its runway show last September ([see story](#)).

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