

RETAIL

Secoo taps former Dolce & Gabbana exec as CEO

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Secoo has hired the former CEO of Land's End. Image credit: Secoo

By STAFF REPORTS

Chinese ecommerce site Secoo has named Federica Marchionni as its new international CEO and group chief strategy officer.

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Ms. Marchionni was most recently the CEO and board director of U.S. apparel retailer Land's End. At Secoo, the executive will report to chairman and Secoo Group CEO Richard Li, helping to oversee the company's international expansion.

Global goals

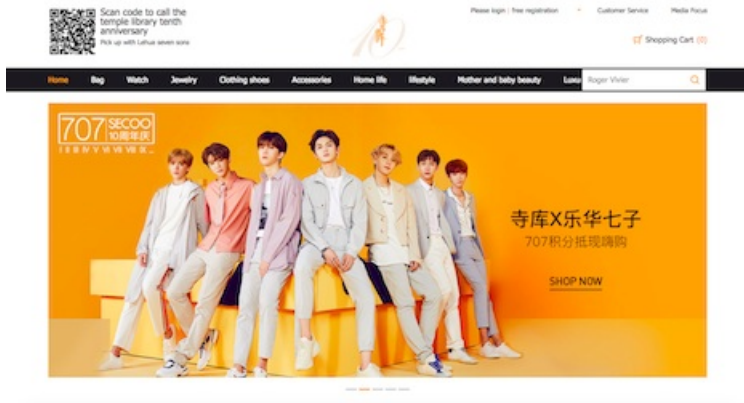
Prior to Land's End, Ms. Marchionni was at Dolce & Gabbana for 10 years. Her last position at the Italian fashion label was president for the U.S.

Before that, she was a senior vice president at Ferrari overseeing its business unit. Ms. Marchionni began her career in technology, with sales and marketing roles at Samsung, Phillips and Ericsson.

"We are excited to have Ms. Marchionni joining Secoo," Mr. Li said in a statement. "She is a visionary business leader with a broad global experience in a variety of industries, geographies and channels, who is passionate about people, customers and results.

"Ms. Marchionni and I embrace the same values and vision to lead Secoo to become an internationally recognized iconic multiplatform, bringing the best products and services to our customers around the globe," he said. "Her extensive experience in international operations, luxury and retail - both online and offline - as well as her deep network of relationships across fashion, consumer markets, premium lifestyle industries, will be a tremendous asset to Secoo.

"Ms. Marchionni's appointment marks a milestone for Secoo in pursuing our vision in building a global high-end service benchmark."



Secoo's Web site. Image credit: Secoo

Earlier this month, private equity firm L Catterton Asia and Chinese ecommerce giant JD.com made a major investment in Chinese luxury ecommerce platform Secoo.

The strategic partnership was just announced to the tune of \$175 million in invested funds for Secoo. Under the partnership, L Catterton Asia and JD.com will work together to expand Secoo's reach into the global luxury market ([see story](#)).

"It is remarkable what Secoo has been able to achieve in past few years and I have a deep admiration for its founder, Mr. Li, and the team," Ms. Marchionni said in a statement. "Mr. Li's entrepreneurial skills and commitment to customers and his team, helped Secoo achieved approximately 20 million registered members in China, 3,000 brands and more than 300,000 SKU's offering.

"I expect to contribute my management and marketing knowledge and skills to Secoo's international expansion strategy," she said. "China is a highly competitive ecommerce and retail market with an increasing demand, and I see opportunities abound to increase Secoo's positioning and market share.

"We will strive to provide Secoo's premium consumers with unique experience at Secoo's platform and I am thrilled with this opportunity to help Secoo become an iconic international multiplatform."

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