

APPAREL AND ACCESSORIES

24 Svres' Maud Barrionuevo: Luxury Woman to Watch 2019

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Maud Barrionuevo

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Maud Barrionuevo, director of buying and merchandising, [24 Svres](#), Paris

"Luxury is being able to get what you want, where you want, when you want it"

What do you most like about your job?

Buying into a brand or a collection that I absolutely love and watching our customers respond to that and follow suit. I love a good sell-out.

What is the biggest challenge in your work?

Making sure to address expectations from wide-ranging client profiles.

As a global business, we are speaking to a global consumer with different tastes, habits and preferences.

Our customers in Paris, Dallas, Milan, Singapore and Berlin all have their own specificities, which it is my job to address whilst ensuring we are telling a coherent product story.

What is your work priority for 2019?

2019 will be a big year for 24 Svres, and I look forward to unveiling what we've been working on.

The priority will continue to be our customers, both new and existing.

Collaborations with our brands, launching new designers and continually offering the best that fashion has to offer will be the center of it all. Stay tuned.

What is your proudest achievement in luxury?

Launching a business just over a year ago that has already shipped to every country it delivers to, with loyal customers in countries we didn't think we even had customers in yet.

How do you see luxury evolving in 2019?

Luxury is being able to get what you want, where you want, when you want it. I believe service will be at the heart of what luxury is all about.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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