

RETAIL

Moda Operandi hires ecommerce exec from Tesla

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Moda Operandi Men's will offer fashion from the runway. Image courtesy of Moda Operandi

By STAFF REPORTS

Online retailer Moda Operandi has hired Puja Clarke as senior vice president of fashion buying and ecommerce.

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Ms. Clarke was most recently general manager of global merchandise and ecommerce at Tesla, and she has previously held merchandising roles at luxury fashion labels. In her new role, Ms. Clarke will oversee the experience for both brands and consumers, while also working to help develop the Moda Operandi voice.

Ecommerce exec

Prior to Tesla, Ms. Clarke worked at Marc Jacobs as vice president of global retail merchandising. Before that, she was director of global merchandising at Burberry.

Her previous experience also includes working for Prada in the United States and Asia.

At Moda Operandi, Ms. Clarke will be in charge of buying and ecommerce across the platform's categories, including women's and men's ready-to-wear, handbags, accessories, home decor and jewelry. Points of focus include adding to the assortment of designers and products.

Based in New York, Ms. Clarke will work closely with both Lisa Aiken, women's fashion director, and Josh Peskowitz, men's fashion director, reporting to the company's CEO Ganesh Srivats.

"Puja has an innate aptitude for understanding the needs of fashion customers and designers, which make her uniquely positioned to excel in this integrated role at Moda Operandi," said Mr. Srivats in a statement. "Having worked with some of the most influential luxury brands and designers in the world, Puja will be valuable in shaping the Moda Operandi platform as we seek to provide the best possible representation to the brands we work with.

"Her focused, end-to-end vision leading Moda Operandi's buying and ecommerce teams will ensure a best-in-class experience for Moda's clients and designers - whether they're established or just emerging on the scene," he said.



Altuzarra look at Moda Operandi. Image credit: Moda Operandi

Mr. Srivats, tapped earlier this year to succeed former CEO Deborah Nicodemus, also came to the company from Tesla ([see story](#)).

Last December, Moda Operandi completed \$165 million in growth capital, which it earmarked to aid its international expansion efforts and further its technological advancement.

Through this funding, Moda Operandi plans to support its efforts to advance its mobile technology and capabilities in customization and personalization ([see story](#)). The funds will also go towards marketing, customer acquisition and launching new brand partnerships ([see story](#)).

"Moda Operandi's mission of digitally connecting the customer directly to the best fashion brands was the reason I found Moda so compelling," Ms. Clarke said in a statement. "Moda's business model allows it to challenge the traditional way luxury products are sold today, giving the customer insider access to full, unedited collections, while also providing brands valuable data-driven insights directly from the customer.

"I am thrilled to be part of a company that adds so much value to both the designer and the consumer," she said.