

LUXURY DAILY AWARDS

## Farfetch's Jos Neves is 2018 Luxury Personality of the Year

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*Jos Neves is founder/CEO of Farfetch. Image credit: Farfetch*

By STAFF REPORTS

Farfetch founder/CEO Jos Neves is *Luxury Daily's* 2018 Luxury Personality of the Year for his forward-thinking approach to high-end retail that has brought new categories and companies into the digital age.

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Farfetch began in 2007 as a platform bringing merchandise from physical independent boutiques to a global customer base, but in recent years the company has accelerated its vision and mission towards moving the broader luxury business in an omnichannel, data-driven direction. This year, Mr. Neves led Farfetch as it went public and pursued key acquisitions and partnerships.

The Luxury Personality of the Year award was decided based on leadership with impeccable strategy, tactics, creative, executive and results. All candidates selected by the *Luxury Daily* editorial team had to have appeared in *Luxury Daily* coverage this year. Judging was based purely on merit.

Farfetch and away

This year, Farfetch entered partnerships with key luxury players including Burberry and Harvey Nichols. It also forged a multichannel alliance with Chanel, a brand that was a comparatively recent adopter of digital retail ([see story](#)).

Farfetch also took a major step into the world of hard luxury with the launch of two new online hubs partnering with some of the biggest brands in jewelry.

Fine jewelry and fine watches each now have their own separate hubs online on Farfetch's platform. Jewelers from Chopard to Tiffany & Co. to David Yurman are represented on Farfetch for the first time, bringing some of the biggest names in luxury jewelry together in one online marketplace ([see story](#)).

In a keynote at The New York Times International Luxury Conference on Nov. 13, Mr. Neves noted that as consumers are tending to move away from ownership of big-budget items such as cars and homes, they are left with more disposable income for luxury fashion apparel. Shoppers are also growing more accustomed to a multi-brand way of retail, offering another opportunity for the online platform.

Laying out the platform's ambitions, he said that the company aspires to grow fast and gain as much market share as possible in the online luxury market, which could grow to be \$100 billion ([see story](#)).

Most recently, Farfetch sought that greater market share, forecasting the rise of high-end sportswear and sneakers with a new takeover of Stadium Goods as the sector overtakes traditional luxury footwear.

With its new acquisition of marketplace Stadium Goods, Farfetch is proving its confidence in the premium sports footwear sector, but its decision was not based on a whim. The online retailer, which specializes in luxury goods, saw the rise in streetwear and premium sneakers from millennial and Gen Z groups and knew there was an overlap in the market ([see story](#)).

Farfetch is also eyeing expansion in international markets, linking with a local player in China for WeChat marketing and launching an Arabic site for the Middle East.

In September, Farfetch went public, listing its shares at \$20, and as of press time it is trading at \$23.26.



*Farfetch is moving retail forward. Image credit: Farfetch*

In the third quarter of 2018, Farfetch's gross merchandise value grew 53 percent year-over-year, and revenues were up 52 percent.

Runners' up: Gucci's Alessandro Michele and Marco Bizzarri

Gucci artistic director Alessandro Michele and CEO Marco Bizzarri are fueling meteoric growth at the Kering-owned house.

When Mr. Bizzarri took over the label in 2015, one of the first things he did was to hire Mr. Michele. In a conversation at Altagamma's Next Design Perspectives event this year, the CEO called his appointment "extreme luck," which was decided based on a personal connection as well as Mr. Michele's talent.

[View this post on Instagram](#)

Honored by #SaoirseRonan, CEO #MarcoBizzarri won the Business Leader of the Year award at the @britishfashioncouncil #FashionAwards 2018, while the House won the Brand of the Year. #AlessandroMichele

A post shared by Gucci (@gucci) on Dec 11, 2018 at 6:43am PST

### *Instagram post from Gucci*

Mr. Michele's vision has helped make the brand buzzy, with runway collections and campaigns that lean on a vintage aesthetic and celebrities such as Jared Leto, Lana Del Rey and Harry Styles.

Together, the creative and corporate leadership of the brand are unafraid to take risks, including supporting a gun control rally ([see story](#)) or moving the brand's runway show from Milan to Paris ([see story](#)).



*Alessandro Michele with Lana Del Rey and Jared Leto. Image credit: Gucci*

The risks are paying off. During an investor presentation on June 7, Kering shared that its ambition is for Gucci's revenues to reach 10 billion euros, or \$11.8 billion at current exchange.

In 2017, Gucci's sales surpassed 6 billion euros, or about \$7 billion, for the first time, growing 41.9 percent year-over-year ([see story](#)).

Honorable mention: Chiara Ferragni

The influencer continues to attract the attention of luxury brands, and she expanded her partnerships this year, inking ambassador deals with Pomellato and Lancme.

Dior and Prada were among the luxury labels that got enhanced attention for their role in the celebrity influencer's wedding in September.



*Chiara Ferragni wore two Dior gowns. Image credit: Dior*

The Blonde Salad founder Ms. Ferragni got married to rapper Fedez, birth name Federico Leonardo Lucia, on Sept. 1 in an affair that Launchmetrics found created \$36 million in media impact value. Dior drove 15 percent of the total MIV, with \$5.2 million in earned media ([see story](#)).

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