

RETAIL

Secoo hires former Swatch exec as watch and jewelry advisor

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Secoo is naming a new watch and jewelry advisor. Image credit: Secoo

By STAFF REPORTS

Chinese retailer Secoo Group is looking to advance its jewelry and watch business with the hire of Michele Sofisti as strategic advisor for the category.

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Mr. Sofisti has previously held roles at Swatch, LVMH and Kering overseeing timepieces for brands such as Omega and Dior. Secoo's addition of Mr. Sofisti is part of its goal towards expanding its luxury offerings.

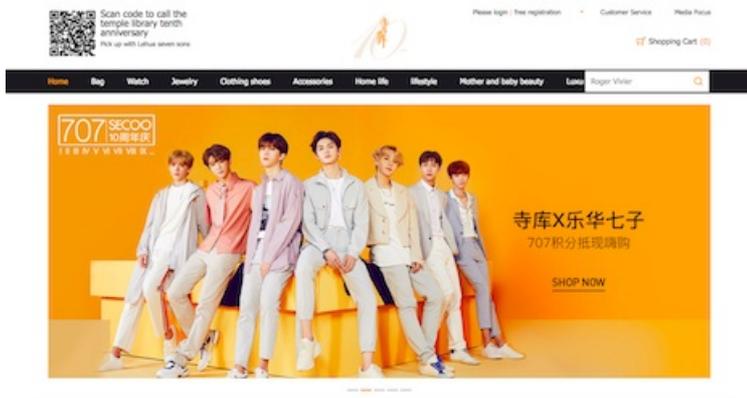
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Mr. Sofisti began his career at Ferrari in 1988. After working as a sales manager for a multi-country area, he became president of the automaker's German subsidiary.

In 1995, Mr. Sofisti joined Swatch Group and became Omega's president in 1997. Following five years at Swatch, he moved to LVMH, overseeing Dior's watches.

Afterwards, the executive returned to Swatch Group in 2000 as the president for the Swatch brand.

In 2005, Mr. Sofisti left Swatch to launch his own company, Sofos Management. Later, in 2009, he joined Kering, first heading Gucci watches and later serving as CEO of Sowind Group, which includes Girard Perregaux and Jeanrichard.



Secoo's homepage. Image credit: Secoo

Mr. Sofisti will focus partly on strengthening Secoo's brand relationships.

"We are so delighted to have Mr. Sofisti joining Secoo Group," said Richard Li, founder and CEO of Secoo Group. "As an experienced business leader with broad global experience in the luxury watch and jewelry industry, Mr. Sofisti will help Secoo to create a major impact on luxury watch and jewelry industry.

"Secoo's goal is to expand our luxury product categories to better serve our high-end consumers," he said.

In the past year, Secoo made another hire with a European luxury background.

Secoo named Federica Marchionni as its new international CEO and group chief strategy officer.

Ms. Marchionni was most recently the CEO and board director of U.S. apparel retailer Land's End, and previously was Dolce & Gabbana for a decade. At Secoo, the executive will report to chairman and Secoo Group CEO Mr. Li, helping to oversee the company's international expansion ([see story](#)).

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