

RETAIL

The Webster aims for growth with new CEO, chief brand officer

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The Webster is adding to its leadership. Image credit: The Webster

By STAFF REPORTS

Retailer The Webster is bolstering its executive team with the appointment of a new CEO and chief brand officer.

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Laurent Malecaze has been promoted to CEO, while Stephane Jaspas has been hired as the company's first chief brand officer. Both will work with and report to The Webster's founder and creative director Laure Heriard Dubreuil, helping to lead efforts to further develop the company.

Expansion plans

Mr. Malecaze has been with The Webster since 2015. He was originally hired as chief operating officer, and was promoted to president in 2018.

Before joining The Webster, Mr. Malecaze worked for Bain & Company.

Mr. Jaspas is filling the newly created role of chief brand officer. The executive was most recently at Stella McCartney, where he was chief marketing officer.

Along with his experience at Stella McCartney, Mr. Jaspas has worked for more than 20 years in the fashion and entertainment businesses.

At The Webster, the chief brand officer will focus on the retailer's communications strategy, brand identity, customer experience and sustainability efforts. This oversight will also include the lifestyle label launched by Ms. Heriard Dubreuil, LHD.

These appointments come as The Webster expands its operations. The retailer is opening its seventh store in the United States in Los Angeles in 2020, and it is also updating its Web site.

The Webster is additionally branching out into new categories, having recently launched a home selection.

"I'm thrilled to pursue The Webster's adventure with Laurent, now in the role of CEO, and to have someone with Stephane's experience and expertise now join The Webster family, making him an important addition to our management team as it enters a new phase with many exciting projects and exclusive collaborations coming up,"

said Ms. Heriard Dubreuil, in a statement.



The Webster in New York. Image credit: The Webster

In 2016, The Webster expanded beyond its Floridian roots with a new boutique in Houston.

At the time, The Webster operated three boutiques in Florida but left its home state to open a 5,000-square-foot, freestanding storefront at The Galleria shopping center in Houston. The Webster's new-build store is referred to as the "Jewel Box," as it incorporates design aspects inspired by its Miami and Bal Harbour, FL locations ([see story](#)).

Since then, it has also opened a New York boutique in SoHo and a store in South Coast Plaza in Costa Mesa, CA.

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