

RETAIL

Secoo hires former LVMH marketing exec

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Secoo is focusing on luxury marketing with Spring. Image credit: Secoo

By STAFF REPORTS

Chinese ecommerce platform Secoo is looking to build up its international positioning with the appointment of Regina Szeto as vice president of brands, international PR and marketing.

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Ms. Szeto comes to Secoo with experience from LVMH, where she was previously regional group media director for China and Asia Pacific. Secoo's latest hire is expected to help the brand boost its presence in the luxury fashion retail space.

"We are very happy to have Regina join Secoo," said Richard Li, chairman/group CEO of Secoo Holdings, in a statement. "She is a veteran in the industry and can bring Secoo her invaluable global experience to our dynamic team."

Marketing management

After starting her career in finance, Ms. Szeto transitioned to fashion. She spent 13 years as the senior vice president of global advertising and marketing at Calvin Klein in New York.

Following that, Ms. Szeto joined LVMH in its Shanghai office in 2012.

Most recently, the executive founded her own branding consultancy, which works with clients including Baccarat and L Catterton Asia, a private equity group partly owned by LVMH's Bernard Arnault.

At Secoo, Ms. Szeto will be focused on upholding the image of the brands that partner with the retailer, as well as bringing more fashion assets into Secoo's global marketing efforts.

"I am delighted to join Secoo, China's leading integrated luxury ecommerce platform," Ms. Szeto said in a statement. "In just a decade, Secoo has gained the trust of 27 million registered members across China and offering a good selection of products from over 3,800 brands around the world."

"I believe I can further develop well-curated marketing programs and premium services to better serve our customers and strengthen our brand partnerships," she said. "This will continue to strengthen Secoo to be the leading luxury/premier lifestyle ecommerce platform for the next decade."

Secoo has been working to build bridges to global fashion capitals.



Secoo is bringing Luisa Via Roma fashion to its customers. Image courtesy of Secoo

For instance, Italian department store chain Luisa Via Roma is working with Secoo to bring its fashions to China.

Luisa Via Roma is bringing its selection of brands to China, expanding the selection on the platform. This partnership leverages Secoo's technology and Luisa Via Roma's relationships with about 500 brands to deliver fashion to Chinese shoppers ([see story](#)).

Secoo also entered into an agreement with Spring Studios in New York for a variety of marketing and retail endeavors.

Known for holding the fashion shows for New York Fashion Week, Spring Studios will host a variety of events for Secoo in locations beyond New York including Beverly Hills. The partnership will also give Secoo access to Spring's media partners ([see story](#)).

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