

RETAIL

## Yoox Net-A-Porter poaches senior talent as fight for luxury ecommerce intensifies

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Eamed attitude: Yoox Net-A-Porter is the leading luxury fashion online and mobile retailer. Image credit: Yoox Net-A-Porter

By STAFF REPORTS

Richemont's Yoox Net-A-Porter Group has hired top talent in technology, management, sales and branding to strengthen its executive bench as the luxury ecommerce giant aims for a larger portion of sales coming from online and mobile purchases.

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The announcement, made this morning, comes after YNAP said Sept. 6 it will hire more than 100 new personal shoppers and client relations managers within its Net-A-Porter and Mr Porter luxury divisions – the largest single client relations recruitment drive in its 19-year history. They will serve the division's most loyal customers, also known as EIPs, or extremely important people.

“Key hires represent a major milestone in the group's ambitious strategy for continued global growth, market expansion and advanced innovation to enhance the luxury customer shopping experience,” YNAP said in a statement this morning from its London base.

No napping

Pete Marsden is YNAP's most senior recruit as chief technology officer for the group, hired away from Aviva, where he held the same title. He is charged with leading tech at YNAP, with an emphasis on mobile, personalization and artificial intelligence to improve customer experience.

Mr. Marsden also worked at British retailer House of Fraser and footwear brand ASOS.



*Pete Marsden is group CTO of Yoox Net-A-Porter*

Paolo Inga has been brought on board as global human resources director to strengthen YNAP's talent outreach as the group expands worldwide and competition for executives with know-how heats up.

Mr. Inga most recently was HR leader at Vodafone Shared Services.



*Paolo Inga is global HR director at Yoox Net-A-Porter*

Two hires were made in YNAP's Net-A-Porter and Mr Porter luxury division.

Nicola Brandolese joins as managing director of Net-A-Porter, reporting into YNAP Group luxury division president Alison Loehnis. He was previously CEO of Giuseppe Zanotti.



*Nicola Brandolese is managing director of Net-A-Porter*

Mr. Brandolese will run day-to-day affairs of Net-A-Porter, overseeing global expansion, commercial strategy and relationships with luxury brands whose products are sold by the retailer.

Thierry Pichon steps into a newly created role of vice president of global sales and customer experience at Net-A-Porter. He is responsible for the personal shopping and client relations program at the division.

Mr. Pichon was hired away from Dubai's luxury-focused Chalhoub Group, where he was general manager of the company's Level unit.

Meanwhile, Alessia Crivelli Lasagna has been named brand and communications director at YNAP's Yoox division in yet another newly created job.



*Alesia Crivelli Lasagna is brand and communications director at YNAP's Yoox division*

Ms. Lasagna is charged with developing and executing branding strategy for Yoox.com, with a focus on creative, public relations, design and art.

She previously led brand development at events company Worldwide Shows Corp., producer of global events including the Olympics.

**YNAP** claims 3.5 million active customers in 180 countries, making it the leading ecommerce player in luxury. Federico Marchetti, founder of Yoox, is chairman/CEO of YNAP.

Embedded Video: <https://www.youtube.com/embed/SMsdS0rwePY>

*What customers want: YNAP view*

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