

APPAREL AND ACCESSORIES

Burberry nabs Diageo exec Sam Fischer for board as part of Asia push

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Sam Fischer, currently president of Greater China and Asia Pacific at Diageo plc, is the newest member of the Burberry board of directors as it builds up its Asia expertise. Image credit: Burberry

By STAFF REPORTS

British retailer Burberry has tapped Sam Fischer, an Asia expert, to join its board of directors as it prepares to grow its book of business in several Asian markets.

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Mr. Fischer will join the **Burberry** board Nov. 1 as a non-executive director and member of the remuneration and nomination committees. Mr. Fischer is currently president of Greater China and Asia Pacific at spirits marketer Diageo plc and also a member of its global executive committee.

"Sam's experience and firsthand knowledge of leading iconic heritage premium brands will be a huge asset to Burberry as we grow our business in key Asian markets," said Burberry chairman Gerry Murphy in a statement from London.

"We are delighted that he has accepted our invitation to join the Burberry board," he said.

Not toast

The news comes soon after Burberry making more decisions about expansion and sustainability that resonate with its audience and prospects said it was linking with luxury consignment marketplace The RealReal to encourage consumers to extend the lifecycle of their clothing.

Launching on National Consignment Day on Oct. 7, the alliance gives Burberry consumers an incentive to sell their pre-owned garments on The RealReal. This partnership follows a similar collaboration between The RealReal and Stella McCartney, as luxury brands take more responsibility in promoting the circular economy ([see story](#)).

Mr. Fischer joined **Diageo** in 2007. Since then he has held several senior roles including managing director of Greater China and managing director for Southeast Asia.

Before joining Diageo, Mr. Fischer served in commercial and general management roles at oral care giant Colgate-Palmolive.

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