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OnTheList's Delphine Lefay: Luxury Woman to Watch 2020

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Delphine Lefay

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Delphine Lefay, cofounder/CEO, [OnTheList](#)

"Luxury growth should remain steady overall, but volatile market by market"

What do you most like about your job?

We built a diversify team with more than 35 great talents from different background, different countries and the number increasing year by year, also succeeding to acquire popular brands and adding to our diverse category portfolio.

After three years of development we make up the most unique brand and category portfolio in the market from luxury to lifestyle, and across all categories from fashion to homeware.

What is the biggest challenge in your work?

Convincing brands to work with us instead of destroying past-season products.

OnTheList takes on the social responsibility of extending the product life cycle after outlet, creating a sustainable solution for the retail industry across the fashion, home and lifestyle categories.

In terms of operation, OnTheList is a unique concept.

Unlike traditional retailers we concentrate all planning into one week for both instore and online channels, working with multiple brands at any given time.

A high level of flexibility and attentiveness is required from operations and marketing in order to maintain members' loyalty and retention rate and, most importantly, guarantee a great shopping experience for all our customers.

What is your work priority for 2020?

Continue to increase market penetration and brand awareness of OnTheList in Hong Kong, Singapore and Taiwan, offline and online, as well as expanding further to Mainland China by the end of year, an exciting market for us to prioritize in 2020.

We see great potential in this market as not only do they face inventory problems, but brands also have large quantities of past-season stock trapped locally due to high importation fees. This is definitely an exciting opportunity for OnTheList to tackle new challenges.

What is your proudest achievement in luxury?

Our proudest achievement is being an exclusive exception for luxury brands.

While many of the high-end brands previously only host staff sales closed to the public, OnTheList have created partnerships that in turn help lessen the burden on the environment.

With such endorsement from fashion groups like LVMH and Kering, OnTheList is a unique business model that helps to change the destiny of products.

How do you see luxury evolving in 2020?

Luxury brands that rely heavily on sales from the People's Republic of China market rather than the local market will be the first to be affected.

After the recent events in Hong Kong effecting tourist flow, stock allocation has not been optimized accordingly and brands will need to find other solutions to attract the local customers.

Luxury growth should remain steady overall, but volatile market by market.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

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