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Net-A-Porter's Elizabeth von der Goltz: Luxury Woman to Watch 2020

December 2, 2019



Elizabeth von der Goltz

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:

Elizabeth von der Goltz, global buying director, [Net-A-Porter](#)

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What do you most like about your job?

What I love most about my job is being surrounded by creative minds buyers, merchandisers, brand creative, marketing everyone is full of ideas, and keeps me inspired and challenged.

It is a high-energy environment that nurtures creativity and constantly poses the questions "what is next" and "how do we improve."

I also enjoy the art of discovery.

We are constantly finding new talent and meeting up-and-coming designers with fresh points of view, and that keeps the job exciting.

My role gives me the unique advantage of working closely with designers, new and established, to create the right product for our customer.

It also doesn't hurt we are constantly surrounded by beautiful product.

What is the biggest challenge in your work?

I'd say my biggest challenge is truly understanding the needs of our customer. Net-A-Porter's customer base is expansive and requires us to decipher what everyone is looking for, from the customer shopping contemporary, to Power Designers, to our EIPs [Extremely Important People, highest-spending clientele].

Every decision we make is made with our customer top-of-mind.

What is your work priority for 2020?

My main goal for 2020, as always, is to continue beating company targets and to keep my team, as well as customers, engaged and inspired.

With the digital retail space evolving at such a rapid pace, it is imperative to recognize what is most important. To me that is my team and our customer base and making sure we are meeting the needs of both, while creating excitement and interest in what is to come.

What is your proudest achievement in luxury?

There are so many proud moments. I'm very lucky. One of the most recent was launching Net Sustain, a platform to highlight and celebrate brands sold on the site, that meet the business' criteria for sustainability, offering customers a way to identify those brands more easily.

Net Sustain is something my team had been discussing for a long time. It was very much a passion project, not only for me, but for the company. We wanted to make sure we were doing it in a way that ultimately gave customer's the choice. We have further rollouts taking place through 2020.

Another recent achievement was the launch of EIP Priv, an invitation-only digital destination for high jewelry and watches, on Net-A-Porter. The fine jewelry category has been a big focus for us in recent years and seeing this project come to fruition was particularly special, as we truly are shaping the way customers are shopping for high-investment, one-of-a-kind jewelry pieces. Seeing regular six-figure sales now is just amazing.

How do you see luxury evolving in 2020?

I think the luxury sector, particularly ecommerce, will be focusing on new ways to bring product to life for the customer and continuing to perfect the personal touch with online shopping.

I also think the sustainability conversation will continue to be an important one.

Customers are more discerning than ever, and it is really forcing the luxury sector to reevaluate the way business is done.

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