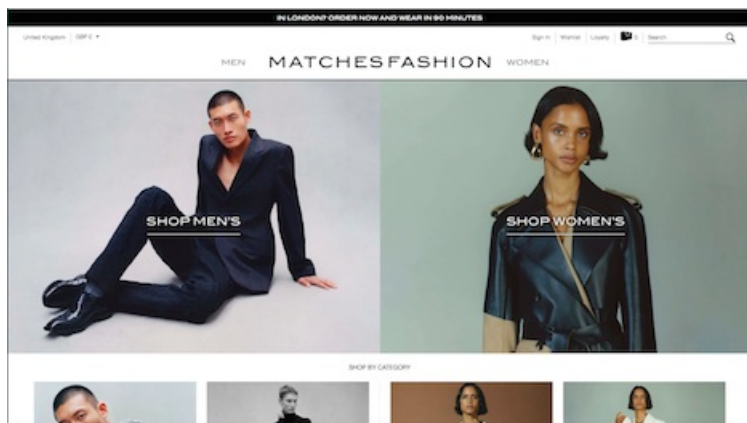


RETAIL

Matchesfashion hires Amazon exec as new CEO for global growth push

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Matchesfashion stocks more than 450 designers and ships to 176 countries. Image credit: Matchesfashion

By LUXURY DAILY NEWS SERVICE

Online retailer Matchesfashion has nabbed Amazon executive Ajay Kavan to lead the company as CEO, filling a vacancy since the August departure of Ulric Jerome.

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Mr. Kavan was vice president of international special projects at Amazon. He had been with the Seattle-based retailer for nine years, spearheading several efforts in customer experience worldwide.

"I am thrilled to be joining this very exciting and digitally innovative luxury lifestyle brand," Mr. Kavan said in a statement.

"I am looking forward to working with the talented team at Matchesfashion to continue to improve the business for our global customers, to help scale the business and make Matchesfashion a place in which we all feel proud to work," he said.

Mr. Kavan reports to work March 19.



Ajay Kavan is CEO of Matchesfashion

Competitive marketplace

Apax Partners in 2017 bought a controlling stake in [Matchesfashion](#) for almost \$1 billion.

Matchesfashion goes head to head with online retailers such as Net-A-Porter, Farfetch and Moda Operandi for fashion ecommerce.

All players face heavy costs with widespread discounting, and rising costs over fulfillment, customer acquisition and retention, technology and data crunching.

Add to that the fear that Amazon may soon enter the fray with its own fashion site.

The absence of a full-time CEO at Farfetch did not help.

With Mr. Jerome's departure after four years at the helm, chief financial officer Fiona Greiner and chief operating officer Tom Athron ran the company.

Mr. Kavan's international CV was a key attraction for Matchesfashion.

The executive ran Amazon's consumables business in the United Kingdom and European Union. He launched Amazon Fresh in the E.U. and Japan and also firmed up partnerships with Morrisons in the U.K.

Mr. Kavan is a graduate of Manchester Business School and Harvard Business School. He has been involved in retail for more than 25 years and has helped build multichannel businesses in the U.K. and Asia.

"[Mr. Kavan's] extensive experience in ecommerce will be of great benefit to the business as it continues to innovate and expand in the luxury e-commerce space," said Gabriele Cipparrone, partner at Apax Partners and member of the Matchesfashion board of directors, in a statement.

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