

RETAIL

Fortnum & Mason names Tom Athron as CEO

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Fortnum & Mason names new CEO. Image credit: Fortnum & Mason

By LUXURY DAILY NEWS SERVICE

British department store Fortnum & Mason has named Tom Athron as the company's new chief executive officer.

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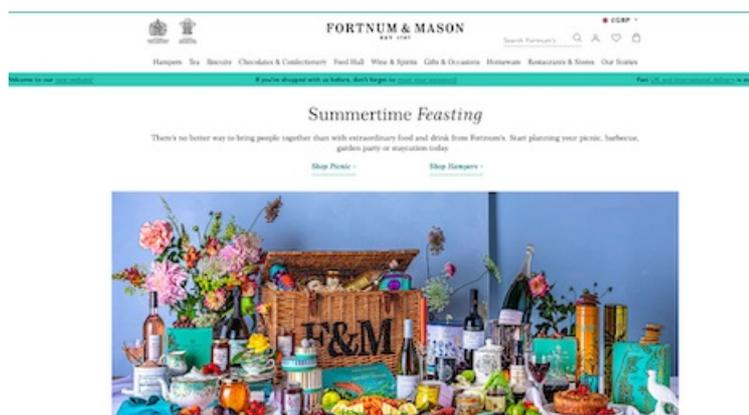
Mr. Athron will join Fortnum & Mason on Dec. 1 after serving as the chief operating officer at [Matchesfashion](#) since 2018. He replaces Ewan Venters who announced his resignation from the position in September.

A new boss

In his role as chief operating officer at Matchesfashion, Mr. Athron was responsible for scaling the British fashion retailer globally, and leading the company's ecommerce, logistics, customer experience and studio teams.

Before Matchesfashion, Mr. Athron spent 12 years at the John Lewis Partnership, where he held a variety of roles, including group development director for the partnership, as well as John Lewis trading director and Waitrose chief financial officer.

Additionally, Mr. Athron founded John Lewis Partnership Ventures, the innovation unit set up by the John Lewis Partnership to identify and drive new growth opportunities and creative partnerships.



Fortnum & Mason has been investing in ecommerce. Image credit: Fortnum & Mason

Mr. Venters will leave Fortnum & Mason in January to begin his career with art gallery Hauser & Wirth.

This summer, Fortnum & Mason debuted a new website that emphasizes its commitment to service and convenience.

New features include expanded payment options, improved order management and wish lists. Dynamic and engaging websites are more important than ever, as consumers have embraced e-commerce shopping at unprecedented levels in light of the coronavirus pandemic ([see story](#)).

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