

RETAIL

## Geoffroy Lefebvre named YNAP CEO, as founder Federico Marchetti becomes chairman

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*Net-A-Porter has partnered with The Prince's Foundation to launch a sustainable capsule collection as part of The Modern Artisan project. Image courtesy of YNAP*

By LUXURY DAILY NEWS SERVICE

Richemont's Yoox Net-A-Porter Group has appointed Geoffroy Lefebvre as its next CEO, as the online retail group prepares for a new chapter without its founder Federico Marchetti.

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Mr. Lefebvre, who is currently serving as group digital distribution director at Richemont, will become CEO of **YNAP** on Jan. 4. Mr. Marchetti, who announced in early 2020 his intention to step down when his contract expires, will continue as chairman of the group to ensure a successful transition.

"As part of the succession plan communicated at the beginning of 2020, I am delighted to be handing the baton to Geoffroy Lefebvre as the CEO of Yoox Net-A-Porter Group," Mr. Marchetti said in a statement. "We have worked together over recent times and he fully masters our business model."

"In our 20th anniversary year, it is a fitting moment to kickstart the hand over and I look forward to working with him as chairman during the transition period," he said. "Over the last two decades the group has grown exponentially, from a fledgling start-up to the biggest player in luxury ecommerce."

### Changes at YNAP

Mr. Marchetti founded Yoox as an ecommerce lifestyle destination in 2000 and led the merger of Yoox and Net-A-Porter in 2015. Swiss luxury group Richemont acquired YNAP in 2018 ([see story](#)).



*Federico Marchetti founded YNAP in 2000 and will continue to serve as the group's chairman. Image courtesy of Alex Majoli for Yoox Net-A-Porter Group*

"Richemont's digital journey, since our first investment in Net-A-Porter in 2002, to my encounter with a visionary entrepreneur, Federico Marchetti, that led in 2015 to the creation of the Yoox Net-A-Porter Group, then its acquisition in 2018, has been fascinating in many ways," said Johann Rupert, chairman of Richemont, in a statement. "I would like to thank Federico for his relentless passion, his energy and his drive in shaping the largest player in luxury selective distribution.

"And I am happy to introduce Geoffroy, who has been driving the expansion of Richemont's ecommerce for the past two years after several other executive positions within the Group," he said. "He will now lead Yoox Net-A-Porter Group's teams in their growth journey to delight ever more our customers around the world."

Since joining Richemont, YNAP has hired top talent in technology, management, sales and branding to strengthen its executive bench. As CEO, Mr. Lefebvre will be joining a team that includes Olivier Schaeffer as global chief operating officer ([see story](#)) and Pete Marsden as chief technology officer ([see story](#)).