

RETAIL

Harvey Nichols names company veteran as new CEO

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Manju Malhotra is the new CEO of Harvey Nichols. Image credit: Image Bliss Photography

By LUXURY DAILY NEWS SERVICE

British department store chain Harvey Nichols has promoted Manju Malhotra to CEO, filling a role that has been vacant since 2018.

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Ms. Malhotra has been with Harvey Nichols for more than two decades, previously serving as chief financial officer and chief operating officer. According to *Women's Wear Daily*, Ms. Malhotra will oversee all Harvey Nichols stores as well as its ecommerce business.

New chapter

Ms. Malhotra's promotion is effective immediately, per reports. Harvey Nichols has been without a CEO since 2018, when Stacey Cartwright left the role after a four-year tenure.

The new CEO, who has an economics degree from Warwick University, has spent the majority of her professional career with Harvey Nichols. Ms. Malhotra served as chief financial officer from 2010 to 2017, becoming chief operating officer in early 2018.

As COO, Ms. Malhotra launched a sustainability program for the retailer and spearheaded renovations at its Knightsbridge flagship location. Harvey Nichols operates eight locations in the United Kingdom, as well as six international outposts in Hong Kong and the Middle East.



Retailers in the U.K. have faced lockdowns throughout the pandemic. Image credit: Harvey Nichols

Another focus for Ms. Malhotra has been improving the retailer's online presence, which has proven especially pertinent during the COVID-19 pandemic.

Consumers in the United Kingdom are some of the most savvy online shoppers in the world, and retailers that want to survive in the market should offer smooth ecommerce experiences with good delivery and return options.

As brands look to the post-COVID-19 future, an agile customer-centric, digital-friendly focus is the way forward, according to the United Kingdom 2020 Ecommerce Country report from RetailX and Internet Retailing. The U.K. is the largest ecommerce market in Europe, with 96 percent of the population accessing the Internet in 2019, higher than Europe's 88 percent average ([see story](#)).

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