

WATCHES AND JEWELRY

Audemars Piguet taps L'Oral vet as North America CEO

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Audemars Piguet continues to grow its digital business. Image credit: Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Audemars Piguet has named Ginny Wright as chief executive for its North America business.

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Ms. Wright's appointment is effective Jan. 18, and she will report from New York directly to Swiss-based chief commercial officer Yves Meylan and global CEO Francois-Henry Bennahmias. She brings to the watchmaker a wealth of knowledge from across the luxury goods sector as well as experience with digital and data growth.

Luxury pedigree

Most recently, Ms. Wright served as president at L'Oral's cosmetics brand Kiehl's, which has seen its growth accelerate with a focus on digital and retail offerings.

During the last decade, Ms. Wright has held several senior leadership roles at L'Oral USA, including positions at Ralph Lauren Fragrances and Lancme. She began her career in media relations after earning an MBA in international luxury brand management from ESSEC Business School in Paris.



Ginny Wright is joining Audemars Piguet North America as CEO. Image courtesy of Audemars Piguet

"I am thrilled to assume this role and to join Audemars Piguet, a company that I have long admired," Ms. Wright said in a statement. "I have a deep appreciation for its independent spirit as well as its commitment to watchmaking excellence and innovation.

"Building upon a strong vision and proven growth strategy, the brand's potential in the Americas is exceptional," she said.

Ms. Wright joins Stefanie Ng as female chief executives for the watchmaker. Ms. Ng was promoted from within Audemars Piguet and named CEO of southeast Asia in 2020.

Watchmakers such as Audemars Piguet have trailed other luxury brands in adapting to digital, but ecommerce has become essential during the age of COVID-19.

Last year, Audemars Piguet partnered with Richemont's Net-A-Porter to sell its watches for the first time via a multibrand online-only retailer. The alliance with Net-A-Porter increases its universe of younger prospects used to buying fashion, leather goods, footwear, timepieces and jewelry through the pure-play digital retailer's site and app ([see story](#)).

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