

RETAIL

## Matchesfashion appoints Printemps alum as new CEO

September 21, 2021



*Matchesfashion has a new CEO. Image credit: Matchesfashion*

By LUXURY DAILY NEWS SERVICE

British online retailer **Matchesfashion** has named former Printemps president and CEO Paolo De Cesare as its new chief executive officer.

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Mr. De Cesare has more than three decades of experience in the luxury and retail sectors, including 12 years as president and CEO of the Printemps Group. In addition to his time in France with Printemps, the Roman-born executive has also worked across Italy, Belgium, the United Kingdom, Japan, the United States and Switzerland giving him a global perspective.

"Matchesfashion has an incredible history and DNA, and is driving digitization of the luxury journey for its global customers," Mr. De Cesare said in a statement.

"I am excited to join a business that is renowned for its unique fashion point of view and heritage, both of which have underpinned the company's success to date."

**New chapter**

Mr. De Cesare will join Matchesfashion later this year.

At the start of his tenure, Maureen Chiquet, who has served as the retailer's executive chairwoman since March 2021, will return to her role on the board of directors.



*Paolo de Cesare left Printemps in 2020. Image credit: Printemps*

"We are incredibly fortunate to welcome someone of Paolo's caliber," Ms. Chiquet said in a statement.

"As a CEO, his record of transforming Le Printemps into a true luxury institution, as well as his many years as a President at Procter & Gamble, the world's biggest consumer goods company, make this an excellent appointment for the business," she said.

During his time at Printemps, Mr. De Cesare upgraded its department stores and established relationships with several leading luxury brands, including Louis Vuitton, Chanel, Gucci, Goyard and more. He also helped developed Printemps' digital strategy.

Additionally, Mr. De Cesare served as president of the International Group of Departments Stores, a leading industry association for retailers, from 2016 to 2020.

The luxury ecommerce space is increasingly competitive, and Matchesfashion continues to differentiate itself by centering self-expression and inclusivity as part of its ethos.

In May, the retailer became the first U.K.-based company to join the 15 Percent Pledge commitment which encourages companies to give Black-owned businesses at least 15 percent of their shelf space. At the time, Black-owned businesses made up only 3 percent of the designers Matchesfashion carried ([see story](#)).

"I am confident that, with the rapid transformation and growth of the luxury market, we can continue to strengthen our position as a fashion pioneer, thereby deepening our historic brand relationships and becoming the most exciting luxury destination for our customer," Mr. De Cesare said.

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