

MARKETING

Lyst's Jenny Cossons: Luxury Woman to Watch 2022

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Jenny Cossons

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Jenny Cossons

Chief partnerships officer

Lyst

London

"I have been so excited to see the luxury brands really start to invest more in their teams and hire from other industries to ensure they can get new perspectives to drive greater growth"

What do you most like about your job?

This role has been the most exciting and fulfilling in my career so far because it combines everything I love: driving huge value for our partners, working with an amazing team, and navigating a constantly changing landscape so I am always learning.

Building strong relationships is at the heart of my role, and is one of the joys of this job.

I get to work closely with the leading global fashion brands and stores to understand their needs, solve their problems and help them superpower their ecommerce.

Internal relationships are also vital, as my team and I work closely with every other part of the Lyst business to ensure we're leveraging our unique data insights and technology to delight both our partners and our customers.

What is the biggest challenge in your work?

Patience. Throughout my career, I've been lucky to be at the early stages of development when there is still skepticism about the market or a product, from the infancy of digital magazines, to working in the early days of Net-A-Porter when the fashion world wasn't sure if the Internet was a trend or a real change and if customers would actually buy a Gucci dress online.

I never doubted these ideas or concepts or I wouldn't have taken the roles, but it does take time to trust in change.

Ecommerce has been the direction of travel for a while, even before the pandemic accelerated it further, but in the luxury industry we still encounter some digital reticence. This can come from a place of limited understanding, so part of our role is to educate and explain how digital complements other channels and activities.

I have been so excited to see the luxury brands really start to invest more in their teams and hire from other industries to ensure they can get new perspectives to drive greater growth.

What is your work priority for 2022?

The Lyst app is fast evolving, as we realize our vision of creating the "Spotify of fashion" with a uniquely personalized discovery experience for each of our millions of shoppers.

My priority is to ensure that we continue to have the most comprehensive assortment of products for our customers, while bringing our brand and store partners on the journey, showing them how they'll benefit from our plans.

I feel like I'm only just getting started and there is so much more to do. I can only rest when every person I meet knows what Lyst is and loves using it.

What is your proudest achievement in luxury?

Taking the leap to join Lyst seven years ago, then a relatively small startup, and seeing the business evolve beyond recognition into the largest fashion shopping platform and most-downloaded luxury shopping iOS app makes me proud.

As does seeing my amazing team continue to grow, and take the challenges of doing things which haven't been done before in luxury in their stride.

I was recently speaking to one of our leading luxury brands and they told me that Lyst is their most important strategic partner and that was an amazing feeling: to know that we are making such a positive difference for our partners. That is what I wake up in the morning for.

How do you see luxury evolving in 2022?

The pandemic has reset many consumer habits, and digital will continue to play an ever increasing role in luxury.

Customers expect to interact with and shop their favorite brands any place, any time.

Luxury is not just about quality and craftsmanship, but also about time, so I am excited for Lyst to make it easier and better for shoppers to discover and search the world's fashion in a more engaging way.

Consciousness around sustainability, ethical consumption and social justice will also keep rising, particularly among the next generation of luxury shoppers, and it's exciting to see this positive change.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)