

RETAIL

## Farfetch's Kelly Kowal: Luxury Woman to Watch 2022

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Kelly Kowal

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:

Kelly Kowal

Chief Platform Officer

**Farfetch**

London

*"The trends that we are seeing are not new trends, but rather an acceleration of existing trends. I see the luxury space evolving in 2022 to focus on personalization and true omnichannel, which are existing themes"*

What do you most like about your job?

Farfetch's mission is to build the platform for the luxury industry and as the chief platform officer, I love being able to shape the future of our product offering to drive success for our partners.

I feel very fortunate that my job entails looking at future trends and evolving our platform strategy to include new services or solutions that can help drive change for the luxury industry.

A big part of my role is also partnering with our clients to understand their strategy and build tailored solutions leveraging the Farfetch platform ecosystem, which enables them to deliver on their goals. Being a part of their success is hugely exciting.

I also really love working with my incredibly passionate team, leading them through ever-changing dynamics of a platform company.

What is the biggest challenge in your work?

The rate at which technology and innovation develop does not always match the rate of the industry's evolution or adoption.

As an industry, we need to be putting the customer at the center of our strategy to develop unique and relevant experiences to keep up with the luxury consumer's expectations.

We cannot let outdated business processes or business models drive the customer experience. Through technology, data and innovation we can solve these challenges for the industry.

What is your work priority for 2022?

We have a series of new solutions and services that are currently developing, and my priority will be taking those to market.

What is your proudest achievement in luxury?

My proudest achievement was creating and launching Farfetch Platform Solutions, which was born out of the need to revolutionize the luxury industry.

Farfetch Platform Solutions is our enterprise offering to the luxury fashion industry, offering a modular suite of white-label technology solutions and services for brands and retailers.

By utilizing our platform, I am able to partner with our clients to deliver tangible results and drive real value, which is hugely satisfying.

Knowing the success our platform and products have delivered for our partners and knowing we are making a concerted difference to the industry is one of my biggest accomplishments.

How do you see luxury evolving in 2022?

The trends that we are seeing are not new trends, but rather an acceleration of existing trends.

I see the luxury space evolving in 2022 to focus on personalization and true omnichannel, which are existing themes.

Customers want a personal and personalized experience, and they want to be able to interact with the brand in any touch point with the same consistency.

It's important that we develop technology that gives a seamless customer journey to be able to reach and know the customer wherever they may be in the metaverse. It's not just online and offline anymore. It's digital, physical, virtual and more.

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