

RETAIL

Yoox Net-A-Porter names new general manager for APAC

January 13, 2022



Natalie Lee is the new general manager for APAC at Yoox Net-A-Porter. Image credit: YNAP

By LUXURY DAILY NEWS SERVICE

Richemont's Yoox Net-A-Porter is looking to strengthen its presence in Asia with the help of a new hire.

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YNAP has named Natalie Lee as general manager for Asia Pacific (APAC), leveraging her experience with the region's high-growth fashion and ecommerce sector. Ms. Lee is an alumna of Vestiaire Collective, where she served as vice president for APAC.

"APAC is one of the fastest growing online markets globally, making it one of the most exciting places in the world to be doing business," said Paolo Mascio, chief regional officer at **YNAP**, in a statement.

"Natalie brings a wealth of experience in fashion ecommerce and has an exceptional understanding of the mindset and behaviors of APAC customers," he said. "We are excited to have her on board as we continue to strengthen our presence in the region."

APAC focus

Prior to joining Vestiaire Collective, Ms. Lee held leadership roles in women's fashion at Korean ecommerce platform Coupang and southeast Asian online retailer Zalora.

At YNAP, Ms. Lee will oversee marketing, communications, personal shopping and commercial planning across all APAC countries, with the exception of mainland China and Japan. She will report to Mr. Mascio.



YNAP is looking to grow its presence in Asia. Image credit: YNAP

Across the region, YNAP has established multiple regional offices, distribution centers and digital production studios to serve shoppers of its multiple platforms: Net-A-Porter, Mr Porter, Yoox and The Outnet.

YNAP's Net-A-Porter has also recently expanded its global reach.

In March 2021, Net-A-Porter launched a new localized platform for the Middle East.

The platform, which is available on the website and in the app, allows consumers in the region to shop specially curated pieces and features local editorial content. The platform is available in Arabic and English ([see story](#)).

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