

RETAIL

Matchesfashion names new chief financial officer, announces Italy series

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Marie Louise Scio (left) and Robert Rabensteiner (right) curated new vacation edits for Matchesfashion. Image courtesy of Matchesfashion

By LUXURY DAILY NEWS SERVICE

Online retailer Matchesfashion has named Dave Murray as its new chief financial officer.

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Mr. Murray is joining the retailer after a tenure at online luxury retailer Farfetch, serving as the platform's senior vice president of finance. **Matchesfashion** has also announced its Grand Tour Italy Part II, a three-part tour of Rome that will showcase the retailer's exclusive vacation capsules through different activities.

"I have long admired Matchesfashion one of the pioneers of luxury retail with its bespoke edit, unquestionable originality and intense customer focus," Mr. Murray said in a statement. "To be working alongside Paolo, while leading the business's finance function, is an outstanding opportunity and one that I am immensely excited about."

New leadership, new events

Matchesfashion's new chief financial officer has 20 years of experience in the luxury and retail sectors, including his work alongside the Farfetch CEO and operational responsibility for all areas of finance for the luxury retailer. He has also previously worked at Amazon UK and Sainsbury's Plc.

Mr. Murray will begin his new role at Matchesfashion in the fall.

Matchesfashion also has exciting summer plans with its Grand Tour Italy Part II. The event is in partnership with Marie-Louise Scio, founder of Issimo and the CEO and creative director of the Pellicano Hotels Group.

The Grand Tour Italy Part II is now underway

This is not Matchesfashion's first collaboration with Pellicano or its first exciting adventure throughout Italy.

In 2019, the online retailer journeyed to the coast of Italy for a special pop-up series focusing on travel, fashion and culture.

Partnering with Pellicano Hotels, Matchesfashion underwent an Italian tour by sea from May 15 to June 7. The pop-up tour begins in London and will travel to a variety of Pellicano hotel locations throughout Italy aboard a Thirties yacht, according to a report from *Women's Wear Daily* ([see story](#)).

The online retailer will host a series of special events, from private art tours to cultural and culinary experiences, in Rome, Florence and Naples.

The Rome activation will be in May, Florence in June and Naples in July.

Matchesfashion has collaborated with designers including Gabriela Hearst, Johanna Ortiz, Emilia Wickstead, Etro and Commas in launching 45 exclusive vacation capsules across womenswear, menswear and home.

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