

RETAIL

Matchesfashion appoints Nick Beighton as new CEO

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Mr. Beighton, worked at ASOS for more than a decade, serving as CEO at the time of his departure. Image credit: LinkedIn/Nick Beighton

By LUXURY DAILY NEWS SERVICE

Online retailer **Matchesfashion** once again has a new CEO, ASOS alum Nick Beighton.

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As *Women's Wear Daily* reports, this is Matchesfashion's fourth CEO appointment in five years. With the new hire, the company is ostensibly hoping that Mr. Beighton can further foster Matchesfashion's digital reach.

Thriving in a digital era

Matchesfashion is owned by Apax Partners, which seems to be at the helm of the latest goals of prioritizing digital and expanding the business.

Last September, Matchesfashion named former Printemps president and CEO Paolo De Cesare as its new chief executive officer.



Paolo de Cesare worked in his role as CEO of MatchesFashion for less than a year. Image credit: Printemps

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 ([see story](#)).

Although Mr. De Cesare helped contribute to Matchesfashion exhibiting growth, he worked in his role as CEO at the company for less than a year.

His successor, Mr. Beighton, worked at ASOS for more than a decade, serving as CEO at the time of his departure. He also previously held the roles of chief financial officer and chief operating officer at the company.

He is credited with helping ASOS expand and thrive in the digital space.

Matchesfashion has made several executive moves in recent months, hiring additional veterans from online retailers.

In May, Matchesfashion named Dave Murray as its new chief financial officer.

Mr. Murray joined the retailer after a tenure at online luxury retailer Farfetch, serving as the platform's senior vice president of finance ([see story](#)).

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