

RETAIL

Matchesfashion appoints former Farfetch executive to C-suite

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Matchesfashion is undergoing a major C-suite restructuring. Image courtesy of Matchesfashion

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Matchesfashion has announced Stuart Hill as the platform's newest chief operating officer, effective September 2022.

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With more than two decades of experience in senior logistics positions in the fashion, retail and logistics industries, Mr. Hill joins Matchesfashion after serving as senior vice president of logistics at Farfetch. As an entrepreneur, he also founded a number of logistics companies, including wnDirect and Lorry Route, the latter of which he remains chairman.

"Having worked with Stuart at ASOS, I have experienced firsthand the operational impact he can have on a business," said Nick Beighton, incoming CEO of Matchesfashion, in a statement.

"As a founder of two successful logistics companies, Stuart will also bring a valuable entrepreneurial mindset to Matchesfashion, helping it to remain agile, innovative and customer-centric."

Personnel shifts

In addition to Farfetch, Mr. Hill has held senior roles at leading retail businesses such as John Lewis and ASOS, where he worked closely with Mr. Beighton.



Nick Beighton was appointed last week as CEO of the company. Image credit: LinkedIn/Nick Beighton

During his time at Farfetch, Mr. Hill was part of the global leadership team, reporting to the company's chief operating officer. His role saw him set and define global operational and logistical strategies for the business and champion key customer experience improvements.

"I am delighted to be joining Matchesfashion, a truly authentic leader in luxury fashion," Mr. Hill said in a statement. "For so long, the business has challenged luxury retail norms and pioneered creative retail experiences.

"I look forward to joining the outstanding Matchesfashion team, now led by my former boss and mentor Nick Beighton, and taking the business's unique proposition to even more customers across the globe," he said. "I am sure we will all benefit from his industry insight and extensive experience in ecommerce, global logistics, and retail."

Just last week, the platform announced it appointed ASOS alum Mr. Beighton as its newest chief executive Matchesfashion's fourth CEO appointment in five years ([see story](#)). In May, the company tapped Dave Murray as its newest chief financial officer ([see story](#)).

With the shift in leadership, the company is ostensibly hoping that Mr. Beighton, Mr. Hill and Mr. Murray can successfully foster Matchesfashion's digital reach.