

RETAIL

Whatnot's Mimi Sheng: Luxury Woman to Watch 2023

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Mimi Sheng

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 25 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:

Mimi Sheng
General manager

Whatnot

New York

"More of the industry will take building digital and hybrid experiences with their customers to the next level. This trend accelerated during the pandemic out of necessity, but there will be even more innovative ways to do so"

What do you like most about your job?

The people I work with every day and the relationships I have built. I am so grateful to work on products that I love with so many thoughtful people.

What is the biggest challenge in your work?

This is such a dynamic industry. Every day is different and the biggest challenge is juggling so many priorities, but it is a lot of fun.

What is your work priority for 2023?

To respond quickly to a changing environment, always keeping the customer at the center of everything we do.

Tastes, trends and behaviors are evolving more rapidly than ever, and we have to be willing to be flexible.

Just because something has always been done a certain way does not mean it is still the "right" way.

What is your proudest achievement in luxury?

At Whatnot, we are building a new way for customers and communities to interact with their favorite products and brands through exciting live auctions. It is rewarding to see people connect over a shared passion.

How do you see luxury evolving in 2023?

More of the industry will take building digital and hybrid experiences with their customers to the next level. This trend accelerated during the pandemic out of necessity, but there will be even more innovative ways to do so.

More of the industry will also continue to embrace sustainability, something that is especially top-of-mind for today's young consumers.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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