

RETAIL

Farfetch onboards new leaders, Elizabeth von der Goltz named CEO of Browns

January 19, 2023



Luxury merchandising maven Elizabeth von der Goltz takes the helm at Browns. Image credit: Shutterstock

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch is enlisting new executives, as both chief brand officer Holli Rogers and chief growth officer Martin Avetisyan exit the company.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Global buying powerhouse Elizabeth von der Goltz is stepping into the role of CEO and chief fashion and merchandising officer of British fashion and luxury goods boutique Browns, which was acquired by Farfetch in 2015. Technology and retail leader Sindhura Sarikonda is the new president of Farfetch Americas, and ex-Clubhouse community head Stephanie Simon is to be the vice president of community and Web3 for the Farfetch Group, heading up the company's digital strategy.

"Our 2023 plan is very much focused on continuing to advance our platform vision whilst delivering growth, profitability and free cash flow these hires will help us achieve that," said Jos Neves, founder, chairman and CEO of **Farfetch**, in a statement.

"Elizabeth will play an integral role in curating and securing incredible merchandise to ensure Farfetch customers continue to have access to unrivaled supply," Mr. Neves said. "And Sindhura's leadership will position us to provide a differentiated shopping experience to luxury customers in the Americas, including our largest market, the United States.

"Finally, Stephanie brings her incredible experience on how fashion can engage in Web3 and all the opportunities still to explore in this space."

Talents take the helm

As the three women step into their new executive roles, they bring with them invaluable experience to now contribute to Farfetch.

Ms. von der Goltz is a seasoned leader in the luxury world. She has held top roles across the luxury industry, of which positions at Yoox Net-A-Porter Group and Bergdorf Goodman are included.



Ms. Sarikonda brings years of valuable leadership experience. Image credit: Twitter

Ms. von der Goltz served as chief commercial officer in her most recent role at Matchesfashion. Prior, she held the title of global buying director at Yoox Net-A-Porter, and before that, senior vice president at Bergdorf Goodman.

At Farfetch, Ms. von der Goltz will center her work on selecting the most exclusive merchandise for the company.

Ms. Sarikonda brings with her experience from the tech and e-commerce markets, having most recently served as the global head of in-store operations at Klarna. Prior roles include general manager at Walmart, heading U.S. e-commerce, and head of beauty at Jet.com.

The new president will focus on diversifying the online face of Farfetch Americas, turning most of her attention to the U.S. market, the company's biggest market.



Ms. Simon is to focus her work at Farfetch on building community, and exploring the future of fashion. Image credit: Image

Ms. Simon's experience is grounded in culture-building and community. She arrives at Farfetch after taking charge of growth as head of community at Clubhouse a live audio app that she helped found.

At Farfetch, Ms. Simon will bring experiences in the virtual world to the table. She is to explore how the luxury e-commerce player can further engage digitally on the newest iteration of the world wide web, Web3, unsurprisingly, as Farfetch continues to innovate across verticals ([see story](#)).