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Farfetch, Reebok enter partnership

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The online retailer's new deal will bolster an existing roster of streetwear brands, now housed under a renewed NGG+ division. Image credit: Reebok

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch is furthering a new partner's high fashion credentials.

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The luxury name is teaming up with U.S. sporting goods company Reebok, agreeing to upgrade the athletic brand's online presence across Europe with Farfetch Platform Solutions, expanding luxury offerings. The partnership, managed by recent Farfetch acquisition New Guards Group (NGG), offers Reebok increased visibility and the online retailer a bolstered roster as it eyes new consumer segments NGG formed the NGG++ division to directly handle the Reebok license.

"Reebok has great potential to expand into the luxury space, reigniting its loyal customer base and capturing the imagination of a new luxury global audience," said Jos Neves, founder, chairman and CEO of **Farfetch**, in a statement.

"Under the astute and energetic guidance of Cristiano and the NGG++ team, we believe this partnership will unlock huge value for the brand and for Farfetch," Mr. Neves said. "Launching the partnership with Reebok is an important execution milestone in Farfetch's plans for 2023.

"We are delighted that the NGG++ and Farfetch Platform Solutions teams have ensured Reebok's wholesale and e-commerce operations are up and running on time and on budget."

Doing it digitally

After months of work, Reebok new platform's operations are live in Europe.

As the Farfetch-owned NGG++ takes on the task of growing the sporting goods business, the company has named Cristiano Fagnani to spearhead the effort as CEO of the newly-formed division.

Mr. Fagnani is NGG's former chief marketing officer, holding more than 20 years of industry experience, including at Nike where he led energy marketing, brand experience and product collaborations.

Exclusive first look: Converse x A-COLD-WALL* Aeon Active CX sneakers debut on **#FARFETCH**.

<https://t.co/QLuPvDU3pg> pic.twitter.com/JYSE0DXleX

Farfetch (@farfetch) April 20, 2023

"NGG++ is now operating Reebok across Europe, overseeing marketing and e-commerce operations, as well as driving wholesale distribution," said Mr. Fagnani, in a statement.

"In addition, NGG++ has the vision to redefine the space between sport and culture to empower movement," he said. "I am excited by the opportunity to leverage the brand through luxury collaborations and new high-end products designed in Milan and made in Italy.

"All of this will help us accelerate wider opportunities for NGG in the sneaker and sportswear markets."

NGG is already home to 10 luxury brands across the world, including Off-White c/o Virgil Abloh, Palm Angels, Unravel Project, Heron Preston, Alanui and Marcelo Burlon County of Milan.

Looking to evolve into go-to the brand platform for the luxury industry ([see story](#)), In April 2023, Farfetch acquired NGG in 2019.

"Helping streetwear brands evolve into new luxury and lifestyle houses is part of our core skill set," said Davide De Giglio, CEO of NGG, in a statement.

"In addition to generating significant revenues, this partnership will help us further support our existing brands and nurture new talent," Mr. De Giglio said. "We believe NGG++ will deliver growth for Reebok and for our other NGG brands, all celebrating the combination and collaboration of sports and culture.

"Under Cristiano, NGG++ will create something unexpected, inspirational and profitable, while also promoting diversity, inclusion and sustainability."

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