

COMMERCE

## Farfetch shuffles leadership at New Guards Group

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Among the new executives is Cristiano Fagnani, who will expand his current duties to include the role of CEO of Off-White. Image credit: Farfetch/LinkedIn

By LUXURY DAILY NEWS SERVICE

Retail group **Farfetch** has announced a series of management changes within its subsidiary, New Guards Group (NGG).

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A slew of leaders within the group are stepping up and expanding their duties as the current CEO Davide De Giglio and his cofounder Andrea Grilli, the firm's executive director who doubled as the CEO of Off-White, depart the company. As a result, a new Off-White CEO and NGG chair have been named.

"As the co-founder of NGG, I take this moment to reflect on the remarkable decade that has transpired since the inception of our platform," said Mr. De Giglio, in a statement.

"We've been a symbol of innovation, creativity, and independence, setting trends and collaborating with phenomenal talent," he said. "We are indebted to Farfetch, who recognized our potential and backed our ambitions.

"Their acquisition has not just fostered our growth but has also ensured our global presence and influence."

### Re-grouping

Among the change-ups is that of Cristiano Fagnani's appointment to CEO of luxury streetwear brand Off-White

Mr. Fagnani will continue oversight of Reebok Business as the CEO of NGG++. The entity was created by NGG to directly handle the Reebok license ([see story](#)).

The new appointment brings with him 20 years of relevant experience, including his time as NGG's chief marketing officer. Beforehand, he led brand experience, product collaborations and energy marketing at Nike.



*A slew of promotions are occurring within the group as the current NGG CEO, Davide De Giglio and his cofounder and executive director, Andrea Grilli step down from their respective roles. Image credit: Off-White*

Stepping up as well, Stephanie Phair will remain the group president of Farfetch, but will also become chair of NGG. In this new role, she will support executives in further integrating NGG brands with Farfetch, which acquired the group in 2019 for \$675 million ([see story](#)).

Ms. Phair has extensive experience in luxury, having worked in top positions at Net-a-Porter, Moncler S.p.A and Vogue. In the past, she was also chair of the British Fashion Council.

The group's brand Palm Angels will not see the same shuffling, keeping Stefano Robino as the general manager and founder Francesco Ragazzi as the creative director. Other brands will follow suit as far as staying the course goes.

"New Guards has performed extremely well since 2019, and has continued to execute on its strategy with the recent launch of Reebok," said Jos Neves, founder, chair and CEO of Farfetch, in a statement.

"I would like to thank Davide and Andrea for their dedicated leadership over the past four years, and for building a very strong team of successors to continue driving the strategy and operations of NGG," Mr. Neves said. "They leave with my fondest best wishes for their future endeavors.

"With a very experienced management team in Cristiano, Ib, Stefano and Francesco and the added benefit of Stephanie's oversight, I am confident in the continued success of NGG."

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