

COMMERCE

Fashion gaming platform Drest appoints new co-CEO

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Mr. Svrd has dedicated the last 20 years of his career to the video game industry. Image credit: Drest

By LUXURY DAILY NEWS SERVICE

Luxury fashion-styling gaming platform **Drest** is welcoming a new chief executive.

Effective immediately, Daniel Svrd will become co-CEO, working with founder, co-chair and fellow co-CEO Lucy Yeomans. Mr. Svrd steps into the role during a major moment for the company, as the mobile game's next evolution is due in October 2024.

"I am so happy to join Lucy and the team," Mr. Svrd said, in a statement.

"There is a clear market opportunity for Drest, and with more exciting new functionalities and additional proprietary technology coming later this year, the game will further cement its unique positioning of opening up the exclusive worlds of luxury fashion to everyone, everywhere," he said. "I really look forward to working with the teams to help Drest achieve its full potential and deliver this new game to the world."

C-suite shakeup

The new co-CEO comes into the position with a wealth of industry experience, having been a department director at British gambling company Betfair in the early 2010s.

Mr. Svrd then joined video game developer King, working his way up to become the vice president and head of studio. He went on to become the general manager of Candy Crush Soda Saga, the business' second-most successful game, behind the original Candy Crush Saga.



Drest mixes gaming with high fashion. Image credit: Drest

Drest's move follows the departure of former CEO Lisa Bridgett in September 2023. While Ms. Bridgett remains in an advisory role, Ms. Yeomans, who held the position before Ms. Bridgett's arrival, stepped back into the chief executive seat in the interim.

Luxury and the gaming space have been interacting more and more over the past year as the industry seeks to draw new consumers to the high-end market ([see story](#)). Drest allows players to create styles using the latest collections from its luxury brand partners as part of its virtual community.

New features of the incoming "Drest 2.0" include real-time narrative engagements, live in-game events and exclusive branded experiences.

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