

# YOOX NET-A-PORTER APPOINTS NEW INTERIM CEO

**MILAN, ITALY (11 OCTOBER 2022)** – YOOX NET-A-PORTER announces that **Alison Loehnis** will be appointed **ad interim CEO**, effective 31 October 2022, replacing Geoffroy Lefebvre who will step down to pursue a private equity-backed entrepreneurial career outside of Richemont after 11 years with the Group.

Alison is currently President of NET-A-PORTER, MR PORTER & THE OUTNET. She joined NET-A-PORTER in 2007 as Vice President of Sales & Marketing, before becoming President of NET-A-PORTER in 2011 and assumed her current role following the merger of NET-A-PORTER, MR PORTER and THE OUTNET with YOOX in 2015. A well-recognised fashion industry leader with extensive knowledge of YOOX NET-A-PORTER's brand partners and an expert eye for curation, Alison has led the growth of the Group for over a decade, pioneering the introduction of broader product categories and expansion into new markets.

In this interim position, Alison will lead YOOX NET-A-PORTER until the completion of the sale of 47.5% and 3.2% of YNAP's share capital to FARFETCH and Alabbar, respectively, expected before the end of 2023, at which point an external CEO will be appointed.

During this period, Alison will report to Jérôme Lambert, CEO of Richemont.

"We are grateful for Geoffroy's leadership throughout his career at Richemont. During his time at YOOX NET-A-PORTER, he launched innovations such as the YOOX Marketplace and built new capabilities on which the Company will continue to grow. On behalf of the Group, I would like to wish Geoffroy all the best for his future endeavours. I would also like to express my support and gratitude for Alison as she steps into this interim role. A long-time champion of our customers, Alison is a passionate leader who will continue to steer the business and its talented teams as YOOX NET-A-PORTER enters an exciting new chapter." – **Jérôme Lambert, CEO, Richemont**

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For more information about YOOX NET-A-PORTER visit [www.ynap.com](http://www.ynap.com).

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## **ABOUT YOOX NET-A-PORTER**

YOOX NET-A-PORTER is a leading online luxury and fashion retail business. Made up of four multi-brand online stores, NET-A-PORTER, MR PORTER, THE OUTNET and YOOX, it connects customers to the world's most coveted brands, bringing them outstanding style and impeccable service. In addition, YOOX NET-A-PORTER's ONLINE FLAGSHIP STORES partner with world leading luxury brands to power their own e-commerce destinations.

With 5.3 million customers in 180 countries, YOOX NET-A-PORTER takes a localised approach to serving its clientele around the globe through its network of offices and operations across the U.S., Europe, APAC and joint ventures with Alibaba in China and Symphony Investments in the Middle East.

Across its operations is YOOX NET A PORTER's Infinity 2030 strategy, its long-term commitment to drive a more sustainable and circular fashion system. Leveraging more than 20 years of data and insights, YOOX NET-A-PORTER continues to embrace next generation technologies including A.I., augmented reality and digital ID to evolve and elevate the customer journey.

YOOX NET-A-PORTER is part of Richemont.