

YOOX NET-A-PORTER ANNOUNCES PHILIPPE LARRIEU AS REGIONAL GENERAL MANAGER, JAPAN

With extensive experience in the luxury, fashion and cosmetics industries in Japan and the wider Asia Pacific region, Philippe will support in driving growth in the market.

TOKYO, JAPAN (12 OCTOBER 2022) – YOOX NET-A-PORTER announces the appointment of Philippe Larrieu as Regional General Manager for Japan.

Philippe has a wealth of commercial experience in the luxury, fashion and cosmetics industries. He joins YOOX NET-A-PORTER from Clarins, where he was President & Representative Director for Japan, contributing to the growth of the brand in the local market, and enhancing its e-commerce presence. A French native, Philippe began his career in the Asia Pacific region 30 years ago, where he held management roles at a number of household names, including Chanel and L'Oréal.

Philippe has spent 15 years of his career specifically in Japan, giving him deep knowledge of the local customer, trends and culture, which will be key to driving YOOX NET-A-PORTER's localised approach.

In his new role, Philippe will oversee the business operations for NET-A-PORTER, MR PORTER, THE OUTNET and YOOX in Japan, driving the continued market growth of the four multi-brand online stores and providing customers with an evermore localised experience. Philippe, whose role is effective immediately, will report to Paolo Mascio, Chief Regional Officer.

"YOOX NET-A-PORTER first established its presence in Japan almost two decades ago, during a crucial era for e-commerce. As the market continues to grow rapidly, Philippe's knowledge and expertise will further deepen our understanding of the local customer. His extensive experience in luxury and fashion retail management, marketing and e-commerce in the region will bring great value to YOOX NET-A-PORTER. We look forward to seeing Philippe play a key role in driving growth and value creation in the market." - **Paolo Mascio, Chief Regional Officer, YOOX NET-A-PORTER.**

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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. Geoffroy Lefebvre is the CEO.