

UNDER EMBARGO UNTIL THURSDAY 18 MAY 2023 9:15AM BST/10:15AM CEST

YOOX NET-A-PORTER APPOINTS CELINE LEFEBVRE AS GENERAL MANAGER, MIDDLE EAST

DUBAI, UNITED ARAB EMIRATES (18 MAY 2023) – YOOX NET-A-PORTER, home to the world’s leading online luxury, fashion and style destinations, announces the appointment of Celine Lefebvre as General Manager for the Middle East, effective 23 May 2023.

Celine brings over two decades of experience in global brand management, sales, marketing, and business development and joins YOOX NET-A-PORTER from the self-founded consultancy firm, Nomad Lux. Having begun her career in London with Dunhill, Celine also previously held management roles at Asprey and Kering, before relocating to Dubai to drive marketing and digital business development roles at Chalhoub Group, the leading partner for luxury brands across the Middle East.

Building on the strong presence YOOX NET-A-PORTER has long established in the region through its joint venture with Symphony Investments, Celine will be responsible for optimising the customer experience and deepening localisation, ensuring the best possible curated service and product offer for local customers.

“The Middle East is a dynamic, high-growth region, and there is a great opportunity for us to continue to evolve and refine our service and product offer to a local clientele. We are excited to welcome Celine to the business. She is an accomplished leader and, with her wealth of international experience and deep understanding of the luxury customer, she is well placed to drive forward our business strategy and ambitious growth plans.” - **Alison Loehnis, ad interim CEO, YOOX NET-A-PORTER.**

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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.