

YOOX NET-A-PORTER APPOINTS NATALIE LEE AS GENERAL MANAGER, ASIA-PACIFIC (APAC)

With extensive experience in the fashion and ecommerce industry, Natalie Lee will lead in further strengthening the Group's presence in the region

HONG KONG SAR, (13 JANUARY 2022) – YOOX NET-A-PORTER announces the appointment of Natalie Lee as General Manager for the APAC region.

Natalie has extensive experience operating in APAC's high-growth fashion and ecommerce sector. She joins YOOX NET-A-PORTER from Vestiaire Collective, where as Vice President for APAC she led the region in becoming a key hub. Prior, Natalie led the Fashion Category at Coupang, the largest and fastest growing e-commerce platform in Korea, and the Women's Fashion & Beauty category at Zalora.

In her new role, Natalie will be responsible for overseeing Marketing, Communications, Personal Shopping and Commercial planning across all APAC countries outside of mainland China and Japan, and will report to Paolo Mascio, Chief Regional Officer.

Together with her team, Natalie will focus on further strengthening YOOX NET-A-PORTER's presence locally, where it has a strong customer base serviced by multiple regional offices, distribution centres and digital production studios. Through its leading multi-brand stores NET-A-PORTER, MR PORTER, YOOX and THE OUTNET, it brings customers across APAC an exceptional selection of the world's most coveted luxury brands and exclusive collections, combined with exceptional levels of personalization and customer service.

"APAC is one of the fastest growing online markets globally, making it one of the most exciting places in the world to be doing business. Natalie brings a wealth of experience in fashion ecommerce and has an exceptional understanding of the mindset and behaviours of APAC customers. We are excited to have her on board as we continue to strengthen our presence in the region." **Paolo Mascio, Chief Regional Officer, 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, comprising an ecosystem made up of four multi-brand online stores, NET-A-PORTER, MR PORTER, THE OUTNET and YOOX, and a fleet of Online Flagship Stores partnering with leading luxury brands to power their own e-commerce destinations.

With 4.5 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 US, Europe, Middle East, and APAC. It has a strong presence in the fast-growing luxury markets of China and the Middle East through joint ventures with the strongest local partners, including Alibaba and Mohamed Alabbar's Symphony Investments.

YOOX NET-A-PORTER GROUP

Across all its operations sits YOOX NET A PORTER's *Infinity 2030* strategy, its long-term commitment to drive a more sustainable and circular fashion system. With more than 20 years of data and insight, YOOX NET-A-PORTER has pioneered innovation in technology to connect luxury customers with some of the world's most coveted brands, bringing them fashion that lasts a lifetime and beyond.

YOOX NET-A-PORTER is part of Richemont. Geoffroy Lefebvre is the CEO.