

ASOS.com Announces Director Promotions

Wednesday 18 September, 2013

ASOS, the global online fashion destination, today announces three internal director promotions across its retail department, in addition to the appointment of a newly created director position.

Maria Hollins, now Retail Director, has been promoted after joining the organisation almost two years ago as Trading Director. With nearly two decades of retail experience over her career to date, her new role will give her full responsibility for merchandising, design, sourcing and production, across both men's and women's product. The promotion comes following consistently positive retail performance over the last financial year, led by a focused direction of product and pricing strategies.

Continuing to report into Hollins as part of the revised structure are Stefan Pesticcio and Nick Loveday, who have both been promoted to Retail Director - Menswear and Retail Director - Womenswear, respectively. For the first time, buying, merchandising and design will be aligned under these newly created positions.

Pesticcio's responsibilities will centre on the ongoing development of the menswear product offer, building on the growth in this area since he joined the business in 2006. Loveday, who started at ASOS in 2012, will lead womenswear trade, alongside the rest of the senior management team in the department. In addition, Louise Jenkins-Yates, previously Head of Merchandising - Womenswear, rejoins ASOS in the newly created role of Retail Director - Outlet, after a period of maternity leave.

Nick Robertson, ASOS CEO, commented: "These promotions are perfect examples of what it looks like to reward success. Wherever possible, we like to foster internal talent and promote from within. We look forward to continuing to build upon the strength of our recent trading performance, and the existing retail teams who have delivered it, under Maria Hollins, Stefan Pesticcio and Nick Loveday. Outlet is a big growth opportunity area and we welcome Louise Jenkins-Yates back to spearhead it."

The announcements follow the appointment of Sourcing Director Simon Platts earlier this month.

-Ends-

Editors' Notes:

About ASOS

ASOS is a global online fashion and beauty retailer selling over 60,000 branded and own-label products to fashion forward twenty-somethings. We offer free shipping to 241 countries and territories from our 1.1m sq ft distribution centre in the UK. We tailor the mix of own-label, global and local brands sold through each of our eight local language websites: UK, USA, France, Germany, Spain, Italy, Australia and Russia, with 65% of our sales now coming from outside the UK.

ASOS attracts 23.2 million unique visitors a month, has 12.1 million registered users* and 6.5 million active customers**. We connect with our customers across a wide range of social media channels including 2.4m on Facebook, 500k on Twitter and 2m on Google+.

*As at 31 May 2013 **Defined as having shopped in the last 12 months

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