



LEON BAILEY-GREEN

ONLINE

FASHION



100

INSPIRATIONAL, INTERESTING AND INFLUENTIAL PEOPLE IN THE ONLINE FASHION INDUSTRY

BEGINS WITH FOREWORDS FROM **NICKY HAMBLETON-JONES AND **DAWN BEBE****

INCLUDES COMMENT FROM CAPRICE BOURRET, NICK EDE, JONATHAN GABAY, WAY PERRY AND ROMEO PIRES

sponsored by **schway**[®]
fashion interaction

The new application created for today's online shoppers who demand interactivity and fun from their online retail experience.

forewords

NICKY HAMBLETON-JONES



“As a stylist I rely on the online retail industry to source clothes and accessories for clients and shoots. Online fashion media makes my life so much easier; I can source, plan, bargain and purchase everything I need from my desk.

Sites like My-Wardrobe.com are not only a fantastic source of clothes but also give smaller design talent a platform too.

Vogue.com is my first resource for any fashion research or writing I do, and blogs like Catwalk Queen keep my finger on the fashion pulse.

The internet is my first port of call whenever I’m looking for something unusual or slightly different; there’s something for everyone – no matter what their size or shape.

Etailers like ASOS and Koodos.com make fashion affordable whilst sites like OSOYOU and newsletters from Chiconomise ensure you’re up to date on any last minute fashion deals and discounts up for grabs.

The high street might be taking a hit in these challenging economic times but it’s online retail that’s becoming an even bigger force in the fashion world, keeping the industry alive through its ability to anticipate and respond to their customers’ needs at the click of a button.

Evident by the fact that large traditional catalogue retailers like Freemans are investing heavily in their online presence and most high street stores are recognising that e-commerce is essential for survival.

The *Online Fashion 100* by Leon Bailey-Green is an invaluable source for anyone who’s interested in fashion from a personal or commercial perspective.”

“It’s online retail that’s becoming an even bigger force in the fashion world.”

NICKY HAMBLETON-JONES CELEBRITY STYLIST AND FASHION EXPERT

www.nhjstyle.com

DAWN BEBE

“**The** fashion industry is moving at its fastest pace in history, thanks to the explosion of online.

Ever more demanding fashionistas want what they want and they want it now! And they're getting used to getting it: the internet is now feeding our insatiable appetite for the latest, coolest, chicest styles - to hunt for, drool over and snap up - from daily to hourly to minute by minute.

Whether you favour Net-A-Porter or Lipsy - every style that's cool and now can be delivered direct to your door, without having to leave the comfort of your iBook. How can an average fashionista keep up!



“A massive 40% of all retail is forecast to take place online by 2020.”

In my 20 years of writing and publishing in the media swirl of fashion - from J17 to Red to developing Grazia and then launching OSOYOU.com - it's clear to me that as well as stunning glossies, like Vogue and Marie Claire, I need the internet to satisfy my urgent need to splurge.

A massive 40% of all retail is forecast to take place online by 2020.

Many retailers are waking up and smelling the coffee: gearing up their online presences to capitalise on this booming market, but some are still sticking their fingers in their ears and singing 'la-la-la-la!!!'

“The only contact list you need in your BlackBerry if you are serious about fashion.”

Leon Bailey-Green is an up and coming talent in online fashion. As an online marketer and blogger he has been operating at the heart of the online industry for the last five years.

Finger on the pulse as ever, he has realised that knowing who's who in the online fashion industry, is the only contact list you need in your BlackBerry if you are serious about fashion.

From the visionary Net-A-Porter doyenne, Natalie Massenet, to the media man turned fashion giant, Nick Robertson, Leon has called them all in this list - not forgetting the less well-know names like the Catwalk Queen girls and Koodos's Miriam Lahage, unsung heroes who make the online fashion wheels turn.

Read *Online Fashion 100*, print it out, keep it in your day book and use it!”

DAWN BEBE FOUNDER, OSOYOU.COM AND ONSHORE MEDIA

www.weareonshore.com

an introduction from the founder...

LEON BAILEY-GREEN



“You’re about to meet some of the most inspirational, interesting and influential people behind the UK’s online fashion industry.

From entrepreneurs to bloggers, to marketers and even photographers, these are the people who are making a big difference in the online fashion industry.

Some of them are yet to make their splash but with top names behind their projects all eyes will be following closely.

Of course, a list of one-hundred only goes some way to doing justice to the thousands of individuals that, directly and indirectly, keep the sector moving but hey, it’s a start!

As well as recognising the industry’s talent, I put *Online Fashion 100*, together as a ‘who’s who’ guide for everyone who wants to know about online fashion.

The list comprises of more than one-hundred people, as I have listed together those who have risen to prominence, worked in tandem, or achieved notability, in pairs.

“These are the people who are making a difference in the online fashion industry.”

Online Fashion 100 has been compiled in *random order* with well known names from online retail such as Nick Robertson, Simon Wolfson and Natalie Massenet, mixed with editors including Vogue’s Dolly Jones, Laretta Roberts from Drapers and blogger Susanna Lau.

TV stars making the list include money saving expert Martin Lewis, The Apprentice winner Michelle Dewberry and Caryn Franklin of The Clothes Show.

I would like to thank Schway and the online team at The Independent for their support of this list, and will close this intro by saying I really hope you find *Online Fashion 100* useful.”

LEON BAILEY-GREEN FOUNDER OF ONLINE FASHION 100

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TWITTER

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1. MIRIAM LAHAGE of Koodos.com



Chief Executive
<http://www.koodos.com>

Discount designer clothing is seen as online fashion retail's next big opportunity.

Miriam Lahage grew Koodos as a private sales website, but ditched the model last year to concentrate on open sales.

2. NATALIE MASSENET of Net-A-Porter and theOutnet.com

Founder
<http://www.net-a-porter.com> <http://www.theoutnet.com>

Natalie Massenet is a shrewd business operator. The Net-A-Porter founder is about to do it all again, this time feeding the nation's appetite for discount designer fashion with theOutnet.com.

3. ANDREW CURRAN & SARAH CURRAN of My-Wardrobe.com



Founders
<http://www.my-wardrobe.com>

Andrew Curran & Sarah Curran are the poster couple for online fashion entrepreneurs.

In 2008 Sarah found time to sit on the judging panel for the Drapers Awards and the company scooped the Gold Overall Winner and Best Etail Innovation awards at the Drapers Etail Awards.

4. DAN WAGNER of Venda and OSOYOU.com

Founder (Venda) / Director (OSOYOU.com)
<http://www.venda.com> <http://www.osoyou.com>

Dan Wagner is the man behind Venda, the company that fashion retailers, including Republic and Monsoon, turn to for e-commerce solutions.



Dan has also been involved with the social fashion website OSOYOU since its launch in 2007 and his company Venda sponsored the first Drapers Etail Awards.

Related: Andy Houstoun #79

5. LAURETTA ROBERTS & ANTONY HAWMAN of Emap Inform



Editor of Drapers & Commercial Brand Manager
<http://www.drapersonline.com> <http://www.emap.com/divisions/inform>

The very first industry awards ceremony dedicated to online fashion, the Drapers Etail Awards, happened under the helm of Drapers editor **Laretta Roberts** (left, top) who also chaired the panel discussion.



Antony Hawman (left, bottom) organised the event which saw ASOS, Mulberry and My Wardrobe walk away with awards.

Related: Keely Stocker and Andre Rickerby #72

6. MARK PEARSON of My Voucher Codes

Founder
<http://www.myvouchercode.co.uk>

Search online for a discount code from an online fashion store and My Voucher Codes, the website founded and run by **Mark Pearson**, will be somewhere in the Top 3.





7. NICK ROBERTSON & HASH LADHA of ASOS

CEO & Marketing and Operations Director

<http://www.asos.com>

The man everyone in online fashion talks about, **Nick Robertson** (left, top) created the online retail giant that is ASOS.



Nick was recently named as the first online retail patron of Skillsmart Retail.

Nick works alongside **Hash Ladha** (left, bottom) who has previously held various positions at New Look, Dorothy Perkins and Austin Reed.

8. SUSANNA LAU of Style Bubble and Dazed Digital

Blogger and editor

<http://www.stylebubble.co.uk>

Susanna Lau, or **Susie Bubble** as she's known, is the UK's most popular fashion blogger with an extremely loyal following.

She's the commissioning editor of Dazed Digital magazine and in 2008 was named as one of London's most influential people.



Related: Alistair Allan #30



9. DALE PARR of Sole Heaven

Founder and Director

<http://www.soleheaven.com>

Former city worker **Dale Parr** was inspired to start his online trainer store Sole Heaven after a trip to New York. Sole Heaven won the Best Specialist Etailer at the Drapers Etail Awards.

10. ROB JONES of Harvey Nichols

E-Commerce Manager

<http://www.harveynichols.com>

Rob Jones is charged with taking the Harvey Nichols website forward.

He was on the judging panel of the Drapers Etail Awards and spoke at the Drapers Online Fashion Conference.



11. DARYL WILLCOX of Daryl Willcox Publishing

Founder and Chief Executive

<http://www.dwpub.com>



Daryl Willcox's Response Source service connects fashion journalists with PRs using an email alert system.

The web based service is an invaluable resource for those working in the industry.

12. DAVID WALMSLEY of John Lewis

Head of Web Selling

<http://www.johnlewis.com>

David Walmsley manages the commercial operation of John Lewis Direct, which includes the John Lewis ecommerce operation.

David successfully oversaw the revamp of the John Lewis website in 2007, and the group is set to launch a dedicated fashion ecommerce offering later this year.

13. DOLLY JONES of Vogue.com



Editor

<http://www.vogue.co.uk>

Dolly Jones has been the editor of Vogue.com for over nine years, and oversaw the relaunch of the website which took place last year.

Dolly interviewed Vogue magazine editor Alexandra Shulman for the Vogue.com website. The feature was part of an event for the Fashion Business Club of which Dolly is a board member.



"Because of Schway's interactivity it is natural that users will see more items which will of course lead to a higher propensity to buy and an increase in basket items/value.

For online stores that want to be seen as innovators, Schway is a must-have addition."
Leon Bailey-Green



Schway® is the most innovative outfit configurator available to retailers and publishers across social media.

Retailers

- Increase customer satisfaction and loyalty as your shoppers create looks interactively
- Allow items to be shared easily on social networks
- Showcase your range to new customers on the Schway publisher network
- Available for womenswear, menswear, teens and childrenswear

Publishers

- Monetise your fashion content by engaging, retaining and entertaining new and existing users
- Choose the products that suit your audience
- Easy to integrate and instantly rewarding

Contact

www.schway.net
info@schway.net
 48 Charlotte Street, London W1T 2NS
 T: 0203 008 4957

Schway sponsors Online Fashion 100

14. NEIL BRADFORD of WGSN

CEO

<http://www.wgsn.com>

Neil Bradford joined WGSN, an online information resource for the fashion industry, in May 2008.

The service is an invaluable resource to over 35,000 users who access research, reports and trends data relating to the fashion industry.



15. VANESSA KNOX-BRIEN & BAUKJEN DE SWAAN ARONS of Isabella Oliver

Founders

<http://www.isabellaoliver.com>

Vanessa Knox-Brien & Baukjen De Swaan Arons have been providing pregnant women with fashionable maternity wear for years and 2009 has seen the entrepreneurial duo launch their 365 collection "for non-pregnant women".

16. SHANNON EDWARDS of ShopStyle Europe

Marketing & Business Development

<http://www.shopstyle.co.uk>

Shannon Edwards is the name behind the European operation of fashion aggregator ShopStyle.

ShopStyle, part of the Sugar Inc group, allows shoppers to see items from multiple retailers in one place - this operation drives traffic to stores and more importantly conversions.



Related: [Laura Street #66](#)



17. RICHARD BRASHER of Tesco

Commercial & Marketing Director

<http://www.clothingattesco.com>

Richard Brasher is about to become the new name on the block.

Richard is at the helm of the launch of Tesco's new online fashion store which will be competing with ASOS for media attention as well as sales.

18. NANCY CRUICKSHANK of VideoJug and TMG

Global Chief Executive of VideoJug moving to Digital Development at TMG

<http://www.videojug.com> <http://www.telegraph.co.uk>

Nancy Cruickshank upped the fashion and beauty feature content at VideoJug on her arrival of the company; so if you ever wanted to know 'how to walk in high heels' the video website is your friend.



Former Hearst heavyweight Nancy is moving to the Telegraph Media Group to work on digital projects.

19. BEVERLEY WATTS of Nowmagazine.co.uk

Online editor

<http://www.nowmagazine.co.uk>



Now magazine is known for its fashion features as well as celebrity content.

Beverley Watts is the online editor of the magazine's website which recommends products from online retailers and promotes them through competitions on the website.

20. JESSICA LUTHI of Affiliate Programme Advice

Owner

<http://www.affiliateprogrammeadvice.com>

One of the best in the business when it comes to affiliate marketing; **Jessica Luthi** is trusted by online fashion stores to manage their affiliate marketing campaigns.

21. LEE FRIEND of fashshot.com

Founder

<http://www.fashshot.com>



Self styled as 'the UK's leading eCom fashion photographers' fashshot is run by **Lee Friend**.

Fashshot was a sponsor of the Drapers Etail Awards.

"As director of fashion magazines Wonderland and Man About Town *Online Fashion 100* is a useful guide to the industry's main players.

Blogs, websites, virals, online shopping and social networking are ever present, and can be a progressive part of the fashion business.

We've just launched a video website Rollacoaster.TV so knowing who's who is more important than ever."



WAY PERRY

Founder
Wonderland

www.wonderlandmagazine.com

22. MICHAEL ROSS of Ecommera

Director

<http://www.ecommer.com>



Michael Ross is the co-founder of ecommerce solutions company Ecommera, which counts USC, Goldsmiths and House of Fraser as clients.

Michael also co-founded online lingerie retailer Figleaves.com and is a non executive director of Glasses Direct.

Related: [Jamie Murray-Wells #67](#), [Julia Reynolds #32](#)



23. ALEXANDER STRAUB of Pixsta

Investor

<http://www.pixsta.com>

Entrepreneur, investor, CEO and Chairman **Alexander Straub** is the man behind Pixsta, which allows users to search for fashion items using visual browsing.

Alexander's fashion designer wife Tilla Lindig runs fashion website www.happycoat.com.

24. ANDREW ROBB of Bauer

Managing Director

<http://www.cocosa.com> <http://www.bauer.co.uk>

Taking inspiration from News International's Brand Alley launch, Bauer Media entered the private sales market with Cocosa which is run by **Andrew Robb**.

Related: [Frances Card #88](#)



25. MARTIN LEWIS of MoneySavingExpert.com

Money saving expert, TV presenter

<http://www.moneysavingexpert.com>

Martin Lewis is the founder of the popular MoneySavingExpert.com website and its weekly newsletter.

With the fashion retail industry driving sales through discounts during the tough economic period, Martin's website aggregates the best offers for fashion shopping online and on the high street.

26. QUEEN MICHELLE of Kingdom of Style

Blogger

<http://kingdomofstyle.typepad.co.uk>



Queen Michelle uses her blog Kingdom of Style to share what she's wearing and what she's coveting.

The blog is celebrity-free as Michelle has little (if any) interest in stars.



27. ROGER WILCOCKS of Screen Pages

Director

<http://www.screenpages.com>

Roger Wilcocks runs Screen Pages the ecommerce company which counts EAST, Browns and Figleaves as clients.

28. RICH BENDELOW & DEAN BENSON of Visual Soft

Founders

<http://www.visualsoft.co.uk>

Rich Bendelow & Dean Benson are the directors behind Visual Soft, an ecommerce company which provides services to online fashion stores Spoiled Brat, Jules B and Scorpio Shoes.

The company has secured investment for a high profile new fashion project which is expected to launch late 2009.



29. IMRAN AMED of Business of Fashion

Founder and Editor

<http://businessoffashion.net>

Imran Amed's Business of Fashion website is a must-read blog for everyone in the fashion industry.

Imran's team of contributing editors deliver quality industry news and commentary daily.

30. ALISTAIR ALLAN of Dirty Dirty Dancing and Dazed Digital

Founder and Digital Director

<http://www.dirtydirtydancing.com> <http://www.dazeddigital.com>

Alistair Allan founded the popular Dirty Dirty Dancing website which has photos from London's happening fashion parties.

Alistair is also the Digital Director of Dazed Digital.

Related: [Susanna Lau/Susie Bubble #8](#)



31. GEMMA CARTWRIGHT & ISABELLE O'CARROLL of Catwalk Queen

Fashion Bloggers

<http://www.catwalkqueen.tv>

One of the first fashion bloggers on the scene, **Gemma Cartwright** (left) took Catwalk Queen to the next level when she teamed up with Shiny Media.

Gemma runs the blog, which is one of the most successful brands in the Shiny Media stable, alongside **Isabelle O'Carroll**.

32. JULIA REYNOLDS of Figleaves.com

CEO

<http://www.figleaves.com>

Julia Reynolds of Figleaves is one of the most respected CEO's in the online retail industry.

Julia is a keen conference speaker and has huge ambitions for Figleaves which has recently launched its own Womenswear brand Figleaves Woman.



Related: [Michael Ross #22](#)



33. EAMONN CLARKE & MARILYN CLARKE of **schway**[®]

fashion interaction

Founders

<http://www.schway.net>

Eamonn Clarke & Marilyn Clarke founded Schway, an application which allows online shoppers to style items virtually on a mannequin, with their old friends Richard Mogendorff and Keith Carr.

See below for a message from Schway, sponsors of Online Fashion 100

34. ANOUSKA SAWYER & JOANNE MILLER of **Pink Mango PR**

Founders

<http://www.pinkmangopr.com>

Anouska Sawyer & Joanne Miller quit online retail giant ASOS to form PR agency Pink Mango PR.

The duo specialise in PR for online retailers including BeCheeky.com and Spoiled Brat.

35. SIMON WOLFSON of **Next**



Chief Executive

<http://www.next.co.uk>

Simon Wolfson is at the heart of the company which understands the importance of connecting with younger recession proof shoppers, demonstrated in part by the purchase of Lippy in 2008.

Next continues to be the UK's biggest online fashion retailer.

Related: Kristine Kirby & Michael Wood #80

36. ZIA ZAREEM-SLADE of **Conchango**

Head of User Experience Planning

<http://www.conchango.com>

Zia Zareem-Slade has a thorough all round understanding of ecommerce.

Zia's experience includes working on online retail projects with Tesco and River Island. Zia sat on the judging panel of the Drapers Etail Awards.

Related: Peter Murphy #71



37. CAMILLA MCPHIE of **GQ.com**

Editor

<http://www.gq.com>

Camilla McPhie is on a mission to make GQ.com "the most comprehensive online fashion resource for men in the UK".

38. ANDY KNIGHT of **Denimology**

Blogger

<http://www.denimology.co.uk>

Andy Knight knows everything there is to know about celebrities and their denim, and shares the knowledge on his blog Denimology.

As well as up to the minute information on where to get the jeans seen on stars such as Lindsay Lohan and Keira Knightley, you'll also find Q&A's with the people behind our favourite denim brands.



"Popular fashion brands deliver value added impulse web buying.

I see a future when offerings like iPlayer could be partly financed through surfers watching programmes and buying featured branded fashions - ASOS on speed!

Sophisticated fashion brands will take advantage of web-based multi-media to promote lifestyles as well as products.

After all, fashion is as much about what clothes make you feel as how you look. It's all part of the modern 'click-walk' of fashion and technology.

The *Online Fashion 100* are the key people who can make these innovations happen."



JONATHAN GABAY

Founder

Brand Forensics

www.brandforensics.co.uk



39. ALAN WHITE of N Brown

CEO

<http://www.nbrown.co.uk>

Alan White is a regular speaker at online fashion retail conferences due to his experience as CEO of the N Brown home shopping group.

Online stores in the N Brown Group include simplybe.co.uk, vivaladiva.com and fashionworld.co.uk.

40. BUNTY STOKES of Brand Alley and Vente-Privee

Sales and Merchandising Director moving to Vente-Privee

<http://www.brandalley.co.uk>

Bunty Stokes has been instrumental in the success of Brand Alley, bringing her knowledge of designer bargains from her time at TK Maxx.

Having now left the News International project, Bunty is expected to begin a senior role Vente-Privee in June 2009.



Related: [Sven Lung & Melissa Littler #85](#)



41. GINA DEEBLE of QVC

Head of Interactive Content

<http://www.qvcuk.com>

Gina Deeble, who is responsible for the QVC website, as well as the brand's mobile platform, has held roles as a buyer and programme planner for the TV shopping channel.

42. PETER MONIAK of Drive Business

Business Development Director

<http://www.drivebusiness.com>

Peter Moniak has recently joined Drive Business as a Business Development Director.

The Scotland based company manages ecommerce solutions for All Saints and Bench.



43. MICHELE OBI of My Fashion Life

Editor and Blogger

<http://www.myfashionlife.com>

Michele Obi is the founder of My Life Media, a company which publishes fashion and beauty blogs MyFashionLife.com and MyGorgeousLife.com.

Seeing a niche in the men's market in 2008 Michele made a canny move when she launched a fashion blog for boys called MFL For Him.

44. CHANTELLE ZNIDERIC & HAYDEN ALLEN-VERCOE of iStylista

Founders

<http://www.istylista.com>

Personal stylist **Chantelle Znideric** and digital media professional **Hayden Allen-Vercoe** have teamed up to create iStylista.

The service allows users to create a personal style guide based on the results of an online questionnaire. The new version is tipped to mix personal styling with online retail.





45. VICKI SNOW of Snow PR

Owner

<http://www.snowpr.com>

Vicki Snow was a part of the team that launched Oli.co.uk in the summer of 2007.

Vicki positioned Oli as an online fashion brand that supports niche design talent, by driving the brand to sponsor the On|Off catwalk show.

Vicki now runs Snow PR where she represents online stores Oli and Freemans.com.

46. CARLA BEVAN of Marieclaire.co.uk

Editor

<http://www.marieclaire.co.uk>



Carla Bevan became editor of the Marie Claire website after a stint as deputy editor of Glamour.com and writing for Vogue.com.

Carla oversaw the production of a trends channel in association with online retailer My-Wardrobe.com and regularly guest writes for the store's blog.

47. CLARE GILL of Getlippy.com

Editor

<http://www.getlippy.com>

Company magazine's online spin-off Getlippy.com is run by **Clare Gill**.

The online brand launched in 2004 and is now Company's home for style, beauty and celebrity gossip.

48. KEVIN BROWN of Digital Window

CEO

<http://www.affiliatewindow.com>



Kevin Brown founded Affiliate Window in 2000. The company boasts online clothing stores Burton, New Look, La Redoute and TM Lewin as clients.

This year it was named one of the Best SME's to work for in the country.

49. FADI SHUMAN of Pod1

Co-Founder

<http://www.pod1.com>



Fadi Shuman launched ecommerce solutions provider Pod1 with business partner Marc Caudron in 2001.

Trusted by the fashion industry the company boasts Kurt Geiger, Uniqlo, Anya Hindmarch and Whistles as clients.

50. NATASHA AITKEN of Glamour.com

Editor

<http://www.glamourmagazine.co.uk>



Natasha Aitken is the editor of Glamour.com, the website of Glamour magazine.

Natasha oversaw a successful relaunch of the website at the end of 2008, with its fashion content increased to meet advertiser need and grow user loyalty.

Prior to Glamour.com, Natasha was the editor of handbag.com.

51. PATRICIA DAVIDSON of thesiteguide.com



Shopping expert and Author
<http://www.thesiteguide.com>

Patricia Davidson's website thesiteguide.com brings together the best places to shop online for fashion, beauty and luxury gift items.

In 2008 Patricia released 'The Shopaholic's Guide to Buying Online'. You will also find her pick of the best online boutiques on the Easy Living website.

52. CLAIRE ALSTIN of [Stylefinder](http://stylefinder.com)

Editor
<http://www.stylefinder.com>

Claire Alstin is the editor of [Stylefinder.com](http://stylefinder.com), which launched in 2007 with a high profile marketing campaign. Before [Stylefinder](http://stylefinder.com), Claire was the online marketing co-ordinator at fashion boutique Coco Ribbon.

53. REBEKAH ROY of [Stylist Stuff](http://styliststuff.com)



Stylist and Blogger
<http://www.fashion-stylist.net/blog>

A generation of aspiring fashion industry wannabes regularly log on to keep up with fashion stylist **Rebekah Roy's** blog [Stylist Stuff](http://styliststuff.com).

Rebekah also writes a regular blog for [Drapers Online](http://drapersonline.com) and has a thorough understanding of online fashion merchandising.

54. DOM MCBRIEN & ZOE SLOMA of [Arcadia Group](http://arcadiagroup.co.uk)

E-Commerce Director
<http://www.arcadiagroup.co.uk>

Dom McBrien, former Head of Online Marketing at Microsoft, covers the online retail propositions for stores including Topshop, Burton, Dorothy Perkins, Evans, Miss Selfridge, Topman and Wallis.

Zoe Sloma manages [Topshop.com](http://topshop.com) which is the UK's third biggest online fashion store.

Related: [Anna Wakeford #74](#)

55. CAMILLA HUME-SMITH of [HarpersBazaar.co.uk](http://harpersbazaar.co.uk)



Editor
<http://www.harpersbazaar.co.uk/>

Camilla Hume-Smith is the editor of the web version of the upmarket lifestyle magazine [Harpers Bazaar](http://harpersbazaar.co.uk/).

56. NEAL PREECE & ANDREW ROSCOE of [Littlewoods.com](http://littlewoods.com)

E-Commerce Director & Head of Advertising and Sponsorship
<http://www.littlewoods.com>

Neal Preece was poached from his e-commerce role at Next Directory to work for home shopping retailer [Littlewoods](http://littlewoods.com).

[Littlewoods.com](http://littlewoods.com) is noted for its investment in advertising and sponsorship, taking out ads on websites such as [Handbag.com](http://handbag.com) and [OSOYOU](http://osoyou.com). **Andrew Roscoe** is the Head of Advertising and Sponsorship, leading the brand to successfully update its image.

57. STEVE ROBINSON of M and M Direct



Chief Executive
<http://www.mandmdirect.com>

M and M Direct, the UK's biggest online sportswear retailer, is run by **Steve Robinson**.

Steve has a huge amount of retail experience having worked at senior level at Tesco Direct and Argos.

M and M Direct recently launched a clearance website called Ted's Shed for designer brand Ted Baker.

58. MARK LEWIS of eBay UK

Managing Director
<http://www.ebay.co.uk>



After four years working for eBay UK, **Mark Lewis** took the role of Managing Director in January 2008.

eBay is the UK's number one ecommerce website with 45% of active internet users visiting the website at least once a month.

59. DEBBIE DJORDJEVIC of Hearst Digital



Editorial Director
<http://www.handbag.com> <http://www.hearstdigital.co.uk>

Debbie Djordjevic is the editorial director of the Hearst Digital websites Handbag, All About You, GetLippy and Cosmopolitan.co.uk.

Debbie is also the day-to-day editor of Handbag.com which reaches 1.5m unique users every month.

60. MICHELLE DEWBERRY of Chiconomise

Entrepreneur
<http://www.chiconomise.com>

Michelle Dewberry, known to millions after winning series two of The Apprentice, is the founder of Chiconomise, a weekly newsletter with money-saving tips.

The newsletter contains discounts available at online fashion stores, information on sample sales and thrifty shopping ideas.

61. ALEXANDER NORTHCOTT & MICHAEL WEBSTER of Gorkana



Founders
<http://www.gorkana.com>

Gorkana is an invaluable platform which brings together journalists, PRs and recruiters in the fashion industry.



Alexander Northcott (left, top) and **Michael Webster** (left, bottom) set up the company in 2003 to create a "better way" for the PR and media industries to connect.

The Gorkana online job board is extremely popular for editorial jobs in fashion media, as well as internships.

"My love of new media started early on in my career when I was appointed Head of Entertainment at lastminute.com.

So when I was asked to design my own range of jewellery for Hi Ho, I naturally chose online as a route to retail.

Promoting the brand online is a key objective so we've already begun seeding designs to influential bloggers and stylists to create that all important buzz.

Online Fashion 100 is a welcome guide to who's doing what in this fast growing industry."



NICK EDE
 Fashion & PR Expert
EdenCanCan
www.edencan.com
www.ihatemylook.com
www.hihosilver.co.uk

62. BRIAN GAUNT of Home Delivery Network Limited

CEO

<http://www.hdnl.co.uk>

Brian Gaunt took up the position of CEO of Home Delivery Network Limited in January 2008.

The company delivers over 300,000 packages a day, including those for online fashion retailers ASOS, Shudoo, Littlewoods and Long Tall Sally.



63. KATE CREASEY of Cosmopolitan.co.uk

Editor

<http://www.cosmopolitan.co.uk>

Kate Creasey is the editor of Hearst Digital's Cosmopolitan.co.uk, which is home to the annual Cosmopolitan Online Fashion Awards.

The website reaches over 400,000 unique visitors every month and over five million page impressions.

64. RUTH COZENS of RMWC.co.uk

Designer

<http://www.rmwc.co.uk>

Ruth Cozens has designed graphics for Net-A-Porter, Dorothy Perkins, OSOYOU and is currently working with online fashion retailer My-Wardrobe.

"We see online media as a key driver for our label, both from a retail and a marketing point of view; reaching a new audience which stretches the four corners of the globe.

Online retail allows us to look beyond the London 'fashion scene' and make our collections available to a wider audience.

The growth of online fashion retail has seen that which was once available for a minority, now available for the majority."



ROMEO PIRES

Designers, Part of Vauxhall Style Fashion Shows
www.romeopires.com
www.vauxhallstyle.co.uk

65. ROBERT RUSSELL & CLAIRE RUSSELL of Shudoo

Founders

<http://www.shudoo.co.uk>

A former Scottish Rugby player, **Robert Russell** set up online store Ugs & Kisses in 2003 to sell UGG boots imported from his native Australia.

Now known as Shudoo, Robert runs the successful online shoe store with his wife **Claire Russell**.



66. LAURA STREET of FabSugar UK

Editor

<http://uk.fashion.popsugar.com>

Former Shiny Media editor, **Laura Street** is the fashion editor behind the UK version of FabSugar.

Published by Sugar Inc, which also created ShopStyle, FabSugar is one of the fastest growing fashion publications in the world.

Related: Shannon Edwards #16

67. JAMIE MURRAY-WELLS of Glasses Direct

Founder

<http://www.glassesdirect.co.uk>

Jamie Murray-Wells launched Glasses Direct in 2004 and it's now the largest online retailer of glasses in the world.

Jamie hopes the company can capitalise on its fashion forward ranges to turn glasses into must-have style accessories.



Related: Michael Ross #22

68. SOJIN LEE of Fashionair

Co-Founder

<http://www.fashionair.com>

All eyes will be on **Sojin Lee**, formerly of Net-A-Porter, and Simon Fuller, for the launch of Fashionair.

69. ROBERT GORTON of LynkU

Founder

<http://www.lynku.com>



Fashion aggregation is in and LynkU, founded by **Robert Gorton**, was one of the first.

Robert signed deals with the Evening Standard and Daily Mail websites to provide the platform which showcases clothing from retailers on their websites.

70. HELEN BROWN of Catwalk Genius

Founder

<http://www.catwalkgenius.com>



Helen Brown left her finance career to create Catwalk Genius, a website where people can invest in independent designers using the crowd funding model.

71. PETER MURPHY of Conchango/River Island

Senior Business Consultant

<http://www.conchango.com> <http://www.riverisland.com>

Peter Murphy is working as part of the Conchango team on the development of the new River Island website.

The high street store has appointed Conchango to develop a website that is free of the accessibility issues of its current ecommerce offering.

Related: [Zia Zareem-Slade #36](#)

72. KEELY STOCKER & ANDRE RICKERBY of Emap Inform

Digital Content Manager of Drapers Online / Digital Marketing Manager of Emap Inform

<http://www.drapersonline.com>



Keely Stocker (right, top) manages the content on Drapers Online, which delivers up-to-minute news on the fashion retail industry.

Keely's predecessor **Andre Rickerby** (right, bottom) was earlier this year promoted to Digital Marketing Manager of Emap Inform.



Related: [Lauretta Roberts & Antony Hawman #5](#)

73. SIMEON LANDO of PayPal


Head of B2B Marketing

<http://www.paypal.co.uk>

Simeon Lando and his team at PayPal are responsible for signing up online stores to adopt the service as a payment option for customers.

Simeon sat on the judging panel of the Drapers Etail Awards.

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74. ANNA WAKEFORD of Dorothy Perkins

Web Manager

<http://www.dorothyperkins.com>

Anna Wakeford has an enormous amount of experience in online fashion content for magazine websites, social networks and now retail, as the Web Manager for Dorothy Perkins.



Prior to joining the Arcadia Group Anna was the Content Editor at OSOYOU.

Related: Dom McBrien & Zoe Sloma #54

75. KAREN HAZELDINE of Oli

Brand Director

<http://www.oli.co.uk>

Karen Hazeldine has seen home shopping retailer Oli grow to achieve 80% of sales online compared to direct mail.

Karen oversaw a partnership with HowTo.tv to allow shoppers to add items to their basket direct from video content.

76. HATTIE BRETT of Grazia Daily

Web Editor

<http://www.graziadaily.co.uk>

Grazia launched its website Grazia Daily in 2008 with **Hattie Brett** as editor. The website has a mix of celebrity news, fashion tips and shopping features.



“The immense growth of online shopping in the past few years has provided me with a strong retail sales platform for the By Caprice Lingerie and Swimwear collections which are available through Littlewoods, Next and Debenhams online.

Online-only retailers such as ASOS and Fingleaves have also played a key part in my sales strategy for the last few years.

The ease of use, and convenience of online shopping for consumers, has made the internet one of my most successful routes to market and I am therefore a huge advocate of this medium.”



CAPRICE BOURRET
Lingerie Entrepreneur
By Caprice
www.caprice-online.com

77. SARAH WOODHEAD of Delightful Media

Founder and Editor-In-Chief

<http://www.greenmystyle.com> <http://www.queensofvintage.com>



Sarah Woodhead has been a news editor at Drapers, content manager at Orange and was the Creative Director of social fashion website OSOYOU.com.

Sarah is now the owner of Delightful Media which publishes fashion blogs Queens of Vintage and Green My Style.

78. JULIEN SHIRLEY of Mosaic Fashions

Head of Ecommerce

<http://www.mosaic-fashions.co.uk>

Julien Shirley is responsible for the online operations for the Mosaic Fashions brands, including Oasis, Principles, Karen Millen, Warehouse and Coast.



Julien is also a speaker at online retail conferences.

79. ANDY HOUSTOUN of Venda

Global Head of Marketing

<http://www.venda.com>



Andy Houstoun was part of the team behind the launch of private sales website Koodos, where he was Director of Marketing.

Andy is now the head of marketing at Venda and sat on the judging panel of the Drapers Etail Awards.

Related: Dan Wagner #4

80. KRISTINE KIRBY & MICHAEL WOOD of Lipsy

Ecommerce Director and Ecommerce Operations Manager
<http://www.lipsy.co.uk>



As Ecommerce Director **Kristine Kirby** (right) is one of the driving forces behind the development of online retailer Lipsy, which is now owned by Next.

Kristine, who is also a speaker at online retail conferences, works alongside **Michael Wood**, Lipsy's Ecommerce Operations Manager.

Related: [Simon Wolfson #35](#)

81. MARIA MILANO of InStyle.co.uk



Editor
<http://www.instyle.co.uk>

Maria Milano joined IPC from Conde Nast ahead of the launch of the UK InStyle website.

InStyle.co.uk partners with shopping portal ShopStyle to showcase fashion items from online retailers to its visitors.

82. SHAKEEL MUGHAL of Glam UK

Commercial Director
<http://uk.glam.com>

Shakeel Mughal heads up the UK advertising sales and operations division of Glam, the online content network that has a global reach of 75 million unique visitors per month.

Before joining Glam Shakeel was the Group Sales Director for Handbag.com.

83. MARIAN BUCKLEY of Wide Media

Editor
<http://www.fuk.co.uk> <http://www.widemediamedia.com>

Marian Buckley has been publishing fashion content online since 1995 with fuk.co.uk being one of the first websites for fashion industry news in the UK. Marian is also an online fashion editorial consultant.

84. GEORGIE COLERIDGE-COLE of SheerLuxe



Founder and Editor
<http://www.sheerlux.com>

Georgie Coleridge-Cole is an editor, entrepreneur, networker and connector.

Her website SheerLuxe.com champions luxury online retailers, whilst her popular networking events bring together like minded internet business owners.

85. SVEN LUNG & MELISSA LITTLER of Brand Alley

CEO & Marketing Director
<http://www.brandalley.co.uk>

Brand Alley launched in the UK in 2008 as a News International joint venture with the French Brand Alley, founded by **Sven Lung** (right).

Melissa Littler is the Marketing Director of the UK operation.



Related: [Bunty Stokes #40](#)



86. JAYNE CHERRINGTON-COOK of Look.co.uk

Online Editor
<http://www.look.co.uk>

Jayne Cherrington-Cook launched Look magazine's website in 2008.

Jayne is responsible for the content, ensuring Look.co.uk grows its audience and complements the weekly fashion shopping magazine.

87. LIBERTY LONDON GIRL of Liberty London Girl

Blogger
<http://libertylondongirl.blogspot.com>

The industry rejoiced as **Liberty London Girl** returned to blogging after an eight month break.



88. FRANCES CARD of Cocosa

Brand Director
<http://www.cocosa.com>

Frances Card has a sharp eye for labels. Cocosa's brand director is responsible for choosing the designer names that are stocked on the private sales website backed by Bauer.

Related: Andrew Robb #24

89. CAROLINE CITRIN of The Profile Group

Director
<http://www.profilegroup.co.uk>

The Profile Group is the parent company of Fashion Monitor, one of the most invaluable resources in the fashion industry.

Fashion Monitor's daily alert contains all the best industry moves, partnerships and launches.

Caroline Citrin is the Director of the group which also publishes Entertainment News and RedPages.

90. BRETT BENNETT of Debenhams.com

Senior Web Manager
<http://www.debenhams.com>

Brett Bennett was promoted to the role of Senior Web Manager at Debenhams Retail in autumn 2008, where he is responsible for the website and the online customer experience.

91. LIANE DIETRICH of LinkShare UK

Managing Director
<http://www.linkshare.co.uk>

Liane Dietrich is responsible for the growth and development of LinkShare in the UK.

LinkShare is a trusted affiliate network for online fashion retailers including Sweaty Betty, French Connection, Kurt Geiger and Uniqlo.



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"This is great technology, and I especially liked the speed at which it worked."
www.fashionretailers.collectivex.com

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Cinderella Shoes

"Your product is remarkable. It's not often you visit a site that is intuitive and draws the consumer in. My gosh!"
Bessie Wiley, Lightmaker Inc

From visitors to www.schway.net

92. RAY MAGNESS AND LIVIANA BALDINO of GMTV

New Media Business

<http://www.gm.tv>

Ray Magness and **Liviana Baldino** manage the new media team at gm.tv, the website of GMTV.

Ray and Liviana capitalise on GMTV's popularity to drive revenue to online retailers through stylist Mark Heyes's must-haves and a partnership with ShopStyle.

93. SARAH HUGHES of BT Fresca



Managing Director

<http://www.btfresca.com>

Sarah Hughes founded Fresca, which counts the Mosaic Group and Thomas Pink as clients, in 2000.

Now known as BT Fresca, after being sold to telecoms giant BT in 2008, Sarah spearheaded the development of one of the most trusted platforms in online fashion retail.

94. PETER MEAD of New Look

Ecommerce Development Manager

<http://www.newlook.co.uk>

Peter Mead is responsible for development of the New Look website which launched at the end of 2007.

The retailer launched myLook, an exclusive online community for fashion followers, last year.

95. CARYN FRANKLIN & JANE GALPIN of How To Look Good

TV Stylist & TV producer

<http://www.howtolookgood.com>

Caryn Franklin (right, left), the original TV fashion expert, has teamed up with **Jane Galpin** (right, right), TV producer to create howtolookgood.com.



The website contains high quality content in the form of styling tips by body shape and a blog written by Caryn, which carries links to products available from online retailers.

96. DAVE HUGHES of Marks & Spencer

Director of M&S Direct

<http://www.marksandspencer.com>

Relatively new to the Marks and Spencer fold **Dave Hughes's** M&S Direct division manages the company's home shopping activities including the website.

With a sales target of £500m for the year 2010/11 Hughes has to keep up momentum on the website where visitor numbers increased by a massive 60% in 2008.

97. GUY HIPWELL of Fashion156.com

Founder

<http://www.fashion156.com>



Guy Hipwell is the founder of Fashion156.com, an online magazine promoting new and existing talent in the fashion industry.

98. COLLEEN MURPHY of Mio Destino

Founder

<http://www.miodestino.co.uk>

Colleen Murphy spearheaded the growth of online lingerie retailer Mio Destino to winning Best Marketing Initiative at the Drapers Etail Awards.

99. NICOLE O'NEIL & MIKE LOK of MSN

Life and Style Editor & Senior Content Manager

<http://style.uk.msn.com>

Nicole O'Neil is the editor of MSN UK's Life & Style section which features a wealth of fashion content.

Nicole works alongside **Mike Lok**, Senior Content Manager.

100. CLARKE DUNCAN & CAROL CADMAN COOKE of Paid On Results

Founder & Account Manager

<http://www.paidonresults.com>

Clarke Duncan launched affiliate network Paid On Results in 2002.

The Scotland based company is the chosen network for fashion retailers Start London, Grattan, Freemans and Goddiva – accounts all managed by **Carol Cadman Cooke** (right).



a message from the founder...



“So there you have it, one-hundred individuals and duos making things happen in the online fashion industry.

It has been a lot of fun putting *Online Fashion 100* together, and I’m sure the next one will contain more of the new names on the block; all working their way up to becoming the online fashion industry’s most inspirational, interesting and influential people.

Visit www.leonbaileygreen.com to share your thoughts on the people featured in *Online Fashion 100* and to keep up with my musings about the online fashion and digital marketing industry.



Be sure to suggest the names you think deserve to be on the next list, by leaving a comment on the website or emailing me at leon@reallycontent.com.

Remember, if there’s anything you would like to discuss about online fashion, e-commerce, digital marketing or web content, just email me and I’ll be sure to help.

Likewise, if you would like to discuss my consultancy leon@reallycontent.com is the email address to get me on. Alternatively, you can connect with me through LinkedIn or Twitter (links to the right).

Again, I must thank Schway and the online team at The Independent for their support of *Online Fashion 100*.

Nicky Hambleton-Jones and Dawn Bebe, your forewords offer an intelligent take on the growth of online fashion, from both a retail and content consumption perspective.

Caprice Bourret, Nick Ede, Jonathan Gabay, Way Perry and Romeo Pires, your thoughts on the online fashion industry are not only insightful, but no doubt pleasing to those who have been instrumental in the sector’s extraordinary success.

And of course, thank you for downloading and reading *Online Fashion 100*.”

LEON BAILEY-GREEN

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"It is clear that in the current climate, consumers turn to the internet for more informed value decisions and purchases.

There is no slowdown in consumer's adoption of e-commerce.

We congratulate the *Online Fashion 100*. They deserve praise.

They are the ones who will be best placed to profit in the years to come, building long-term customer loyalty and will be stronger for the next economic boom as well as the next bubble bursting.

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The future is for those retailers who embrace online opportunities, contribute to social networks and present an interactive and immersive shop window to the world.

Schway will help you to engage new users, millions of them, in different territories, hungry for content and thirsty for inspiration.

Give the people what they want, entertain them, retain and reward them. They will remember you, come back to you and thank you."

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