Hunter names Porta new CEO after interim success

By Nigel Taylor  -  March 16, 2021

Reward for a job well done. Boots and clothing brand Hunter has appointed Paolo Porta its CEO, effective immediately, following a nine-month stint as interim chief executive.

During his time at Hunter, Porta “navigated the brand through the early stages of a re-positioning strategy while steering the company through the challenges of the Covid-19 pandemic”, Hunter said.

Under his leadership, it also saw a 94% increase in e-commerce sales in the UK, driven largely by its core rain boot category, from the last quarter of 2020 to date. The brand’s Original Wellington boot also saw an 89% increase in sales, resulting in the product selling out in many of its key sizes.
Prior to joining Hunter, Porta worked in the luxury fashion industry for over 20 years in roles across merchandising, retail, wholesale distribution, brand development and licensing at houses including Christian Dior, Stella McCartney and Burberry.

Most recently he spent six years at Jimmy Choo where he served as SVP of merchandising and licensing.

Andrew Lawley, chairman of Hunter and Operating Partner of Atypical Partner, said: "Paolo brings considerable experience in global lifestyle brands and has led the business with calm clarity and decisiveness through the uncertainty created by the pandemic. I am absolutely delighted that he has agreed to take on the CEO role permanently to build on a very strong 2020 result".

Porta added: "This is just the beginning for what I know will be an incredibly promising and stimulating next chapter in Hunter’s esteemed story".

The new CEO comes with a refreshed brand strategy. Porta has been strengthening the Brand and Creative leadership teams by hiring experts in their respective fields. In recent months, Hunter announced the appointments of Sandra Romboli who joined as Global Design Director from Decathlon, Reebok and Adidas, and Claudia Plant, who joined as Chief Marketing Officer from Burberry and Net-a-Porter. Porta and the team will work closely “to drive sustainable growth, through a high-quality outdoor product offer, with footwear at its core, delivered through a customer-centric and digital first approach”.

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