Drest appoints Bridgett CEO as founder Yeomans becomes co-chairman

By Nigel Taylor - February 12, 2022

Drest, the luxury shopping-meets-gameplay app, has a new CEO. Lisa Bridgett takes on the lead role as part of a “planned management team evolution” that will see founder Lucy Yeomans becoming co-chairman and chief brand and product officer.

Lisa Bridgett

Yeomans will be joined by investor and entrepreneur Graham Edwards as her co-chairman.

Bridgett steps up from COO “at an exciting point in the company’s upward growth trajectory”. She’s tasked with driving “Drest’s development across gaming, media, data and e-commerce as the company builds on its 250% year-on-year user growth, and prepares for rapid acceleration in 2022”.

Meanwhile, Yeomans will continue to spearhead Drest’s strategic product, partnerships, brand and creative development in her role “enabling the gaming platform’s metaverse development”.

Drest said the management change “follows significant user retention and growth in 2021… and with the luxury and lifestyle industries interest in gaming and the metaverse, increasing at record pace”.

Yeomans said: “We have reached an exciting moment in Drest’s trajectory and, as is necessary for all start-ups at this stage, we are setting up all elements of our business for long-term success.

“Smart leaders and founders play to their strengths, which for me involves taking ownership of our product, brand and partnerships in a deeper and more focused way. When it came to appointing our CEO, Lisa was the natural choice. She is an inspiring and impressive global business leader, having achieved success with her dynamic digital competence across the industries of music, fashion and gaming.”

Bridgett added: “In my role, I will be focused on scaling Drest through our developer ecosystem, marketing channels and strategic revenue streams, building on the impressive growth our user base is experiencing.”

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