Methodology and data sources

About the report

To develop this report, Nextail collected and studied publicly available information on CEO appointments in top fashion companies primarily from Europe and North America that were announced in 2022, as well as publicly available information on their predecessors (when applicable).

Regional or divisional CEOs within specific brands were not included in this report which focused rather on the study of global and brand-level CEO rotations, including organizations that named CEOs for the first time this year.

General CEO background information

To report on the general demographic and professional experience of CEOs, Nextail collected the following information from publicly available sources such as Linkedin, fashion and retail publications, as well as other highly reputable media sources: Name, gender, dates of appointment in the CEO role, career length, company tenure, and other relevant previous professional experience.

Areas of experience relevant to retail

Using the collected information on previous professional experience, related positions were grouped into five categories: retail operations, product, analytical, supply chain, and the role of the Chief Merchandising Officer. The latter two areas of experience are new in the 2023 edition of the report.

A matrix was created to compare and contrast the areas of expertise of outgoing and incoming fashion CEOs.

Motivating factors for CEO turnover & appointments

To find the motivations behind CEO rotations, Nextail analyzed publicly available information, namely from press releases from the fashion companies themselves or through leading fashion and retail industry-related publications. Fashion companies were then categorized into one of the following areas: "Digital transformation", "new role/career progression", "mergers and acquisitions", "shakeup/restructuring", "retirement", "personal reasons/projects", "scandal/PR crisis", "nepotism", "death" and "undisclosed".