

Karen Millen Appoints International Director

Karen Millen is delighted to announce that it has appointed Simon Gaffey as International Director.

Gaffey, previously Merchandise Director at Principles, replaces Sanjay Sharma, who will be leaving the company at the end of September to head up a new venture for property group Land Securities.

In the time that Sanjay has been with the business Karen Millen has developed into a truly global brand. Karen Millen currently has 240 stores and annual sales of £200 million with its international portfolio of 151 stores in 38 countries set to contribute to over 50% of sales this year. The brand's international success has been attributed to its ability to export a strong brand identity as a luxury retailer; delivering high quality, beautifully designed clothing, footwear and accessories around the world.

Commenting, Meg Lustman, Chief Strategy Officer of Aurora Fashions said:

“Karen Millen’s international growth over the past five years has been exponential and is a key contributor to its current success in a challenging economic climate at home. International markets continue to offer the biggest growth opportunity for the brand and there will be a time when we would like to see a Karen Millen store in every capital city in the world.”

“We are confident that Simon will continue to develop Karen Millen’s international business; his key focus will be to boost the brand’s overseas operations, ensuring that the brands international potential continues to be realised.”