

Fast-Growing Fashion and Commerce Brand Anine Bing Welcomes Olivia Gentin as Chief Operating Officer

New York, NY — March 9, 2020 Renovata & Company is pleased to announce Olivia Gentin's placement as chief operating officer of Anine Bing, a fast-growing fashion and commerce brand that reaches customers across social platforms, ecommerce, branded brick-and-mortar stores and major department stores. Gentin will play a key role in refining the business strategy to drive aggressive top and bottom-line growth.

Anine Bing and her husband, Nicolai, launched the fashion brand and business, Anine Bing, out of their Los Angeles garage in 2012. Inspired by the fusion of Scandinavian heritage and American spirit, the company offers "luxurious staples, wardrobe basics, and statement pieces that are current and timeless." Prior to starting her business, Bing was a well-known blogger and model, and she was able to leverage her existing social media following to promote the new brand, which took off quickly.

Headquartered in Los Angeles, Anine Bing has 90 employees. The brand is sold in more than 300 boutiques worldwide, and 15 Anine Bing stores are located around the globe in cities including Los Angeles, New York, Paris, London, Barcelona, Madrid and Berlin. Backed by Index Ventures, Greycroft Partners and Felix Capital, the company is poised for even more exponential growth with a new children's collection, additional store openings and new brand collaborations.

Gentin will be responsible for the company's three revenue lines—retail, ecommerce and wholesale. She will ensure that each revenue line is optimized for growth with the right processes, key performance indicators, infrastructure and talent. Gentin has proven expertise in designing and building best-in-class organizational structures and processes that enable ambitious growth.

"Olivia is an ecommerce executive with proven success growing direct-to-consumer brands through innovative digital marketing and merchandising strategy," says Mannie Gill, Renovata & Company partner. "She is passionate about the customer journey and experience and has a demonstrated ability to grow revenue and profitability through sound data decision making."

Gentin has extensive experience in the fashion and commerce arena. Prior to joining Anine Bing, she was senior vice president of ecommerce for BCBG, BCBGeneration and Herve Leger. Before that she was vice president of ecommerce and marketing for Women's West Coast Brands, and senior director of international and ecommerce for bebe stores.

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