



Agent Provocateur Names CEO

The brand has tapped former Kurt Geiger executive Michelle Ryan.

By [Natalie Theodosi](#)

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LONDON — [Agent Provocateur](#) has named Michelle Ryan chief executive officer.

Ryan comes from the British footwear retailer Kurt Geiger, where she served as buying and supply chain director. She has also held executive roles at fashion labels including Diane von Furstenberg, Jimmy Choo, Burberry and Saint Laurent.

Her appointment comes at a time when the brand is looking to expand internationally and her focus will be to develop new “product concepts” in order to enhance the customer experience and drive further growth.

Ryan said she was drawn to the brand’s “ethos of strong, sensual and independently minded women combined with the talent of great design.”

“I look forward to partnering with the brand’s creative director Sarah Shotton, while bringing my commercial expertise and knowledge to the role as ceo,” she added.

In addition to Ryan’s appointment, there have been a number of other recent executive moves at the brand, including the exit of Sandra Mertens-Lustig, who served as joint managing director with Kerry Neill. Mertens-Lustig has left to join accessories brand Lulu Guinness as its new ceo, while Neill has been promoted to chief commercial officer at [Agent Provocateur](#), reporting to Ryan.