

Former Topshop Buying Director, Caren Downie to Join Online Retailer ASOS.com

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London: Caren Downie, Topshop's former Buying Director, has been confirmed as joining online fashion retailer ASOS.com in a newly created role as Buying Director of Womenswear. Having worked alongside Jane Shepherdson at Topshop for 9 years, Downie was influential in helping shape the success of Topshop's fashion initiatives including the brand's successful New Generation partnership with London Fashion Week.

With her remit including overseeing the labels in-house fashion and accessories collections and expanding brands offer, Downie will also be increasing the depth and diversity of the fashion offer and drive new creative projects and partnerships.

Downie said, "This is a hugely exciting role. ASOS.com has proved itself to be a very successful online retailer with fantastic sales results and an impressive growth rate. My previous experiences will fit well with such a brand as fast fashion is only getting faster and an internet model is a perfect environment in which to showcase this."

Robert Bready, ASOS.com Product & Trading Director added, "We are delighted to have secured such a dynamic and well respected Buying Director. I'm confident Caren will bring a wealth of experience and dynamic fashion edge to ASOS.com, which overlaid with our current retail success puts us in a very strong position for the future."

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About ASOS.com

Launched in 2000, ASOS.com is firmly established as the UK's leading online fashion store. ASOS.com offers an extensive range of own brand women's and men's fashion, designer labels, lifestyle accessories and cult beauty brands. ASOS.com is the second most visited on-line clothing store in the UK attracting over 2 million unique visitors per month, and has received

numerous awards such as Drapers E-tailer of the Year 2006, Retail Week Online Retailer of the Year 2007, and Business XL Company of the Year 2007, to name a few.

[You can find this press release here](#)