
ZOE BAYLISS WONG

Former Director at Depop – A Business Growth Expert Specialising in Sustainable Fashion

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With over a decade of e-commerce and fashion retail experience, Zoe Bayliss Wong is a business growth expert, specialising in sustainable fashion. Having seen behind the curtain at companies large and small, her professional mission is to prove that commercial business can also be a force for good. Zoe speaks regularly about the business of sustainability, but also her experience as a minority female leader within the industry.

Until November 2021 she was a Director and early employee at Depop, the cult Gen-Z 'social shopping' app, with over 30 million users – most of them under 25. During her time at Depop, Zoe Bayliss Wong raised over \$80 million in funding and the company grew from a little-known startup to one of Britain's fastest growing private tech companies, landing Zoe a place on the Forbes 30 under 30 list in 2018. It was subsequently acquired by Etsy for \$1.6 billion and became one of the UK's few tech unicorns.

Zoe Bayliss Wong worked with a number of FTSE 100 companies within the consumer space before moving in-house to Tesco Clothing where she held roles in both digital and physical fashion retail. Her work included the rollout of an international ecommerce platform and a new multichannel proposition to connect online sales with brick & mortar stores. Since leaving Depop, Zoe has been leading the growth journey at Vivobarefoot – a regenerative barefootwear brand and registered B-Corporation that aims to inspire a world with less padding and more feeling, alongside use of renewable materials and healthy manufacturing practices. Her work to date has been profiled in both industry and lifestyle publications, from Forbes to Grazia.

In addition to her business background, Zoe Bayliss Wong was previously an award-winning blogger, lifestyle writer and presenter for publications such as ELLE and Yahoo!Style, producing content and reporting from events like London Fashion Week and Coachella. Alongside some angel investing and startup advisory work, Zoe currently sits on the board of Everywoman – a membership organisation that champions the advancement of women in business to close the gender pay gap – and the commercial Board of ICAEW, one of the oldest and largest Accountancy bodies in UK.

Topics

- Asia
- Climate Change
- ESG
- Fashion
- Leadership
- Sustainability