Pangaia poaches CEO from Ssense

By Olivier Guyot - April 4, 2022

Pangaia has adopted an original approach ever since it was launched in 2018. More than a brand, the eco-sustainable label has styled itself as a materials science company organised around a collective of scientists, designers, engineers and artists. Until now, Pangaia has opted for an international dimension, with hubs in London, Florence and New York. Its aim is to develop an essentially streetwear range by using the most sustainable materials possible, with the goal of making their use in apparel production more widespread, and more rapidly so.

On April 1, Pangaia appointed Krishna Nikhil as its new CEO. Nikhil is a former consultant at McKinsey, where he worked on the retail, fashion and luxury sectors from 2003 to 2014. In 2017, he joined Canadian fashion and lifestyle e-tailer Ssense, taking charge of marketing and merchandising.
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“In this newly created role, Krishna Nikhil will be responsible for shaping the direction and accelerating the growth of the brand, which has become known for bringing material science innovations to the world through a range of products and experiences,” stated Pangaia in a press release, adding that “Nikhil will work closely with the founding members of the company and its global teams to support the delivery of material science innovations, entry into new verticals, and expansion of digital and physical platforms, while ensuring that Pangaia's mission of being Earth-positive remains at the forefront.”

In the last few years, several senior fashion industry executives have joined Pangaia: Eva Kruse, who is in charge of the label's environmental impact assessment and was formerly president of the Global Fashion Agenda in Copenhagen; Miles Freeland, Pangaia's head of communication, who previously held the same role at Rag&Bone and Ralph Lauren; Yvonne Agyei, Pangaia's HR director, who previously worked at Booking and Google; and Anastasios Moiras, head of social media, who held the same role at John Lewis and Harvey Nichols.

Pangaia produces and sells menswear, womenswear and childrenswear, and is also active as a supplier of sustainable materials to the fashion industry. Last year, it showcased its products at the Galeries Lafayette’s Haussmann branch in Paris, and it currently operates concessions at Selfridges and End in London, La Rinascente in Milan, Ounass in Dubai, Lane Crawford in New York and Nordstrom across the USA.

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