

Lightbox Brings On New CEO



De Beers has hired Antoine Borde as CEO of its Lightbox lab-grown diamond brand. He will succeed Steve Coe, who left the company in July.

Borde was most recently global e-commerce vice president at French multinational food-products corporation Danone Group. He also worked at Coty Luxury, where he led e-commerce and digital transformation, and spent 12 years at cosmetics giant L'Oréal.

“His record of accomplishments and managing within global brand environments make him the ideal fit to advance the Lightbox strategy and reinforce its position as the preeminent lab-grown diamond brand,” said Marc Jacheet, CEO of De Beers’ brands. “Antoine is an innovator and an expert in digital-commerce transformation, and we are confident he can continue to develop the brand’s full potential and drive long-term growth.”

Borde will begin immediately, based in Lightbox’s London headquarters.

Image: Antoine Borde. (De Beers)