# Peter Semple confirmed as permanent CEO as Depop narrows losses and grows user base



Peter Semple has been appointed as the permanent Chief Executive Officer of Depop, the UK-based peer-to-peer fashion resale marketplace, following a three-month period as interim CEO. Semple, who officially takes on the role from August 1, has a long-standing history with the company, having joined in 2019. His extensive experience within Depop includes key executive roles such as Chief Marketing Officer, Chief Brand Officer, and a return to CMO before stepping into the interim CEO position in May.

Semple's journey to the top of Depop underscores his intimate knowledge of the company and its mission. Prior to joining Depop, he spent seven years at Google's creative lab, bringing valuable digital expertise to the fashion resale platform. Commenting on his permanent appointment, Semple said, “From building our brand as chief marketing officer to guiding the company as interim chief executive officer, it has been a privilege. Together with our incredible team, I am committed to accelerating our mission to make fashion circular.” This mission aligns with Depop's focus on sustainability through promoting circular fashion.

Since its acquisition by Etsy in 2021, Depop has continued to expand under the stewardship of both Semple and Etsy’s leadership. Josh Silverman, Etsy’s CEO, praised Semple's leadership during his interim term, highlighting his ability to inspire teams and his deep understanding of Depop’s cultural significance, especially within the resale community. Silverman expressed confidence in Semple’s vision for the company’s future.

Depop’s growth metrics illustrate a compelling story of expansion and resilience. The platform’s community swelled to 35 million registered users in 2023, up from 30 million the previous year, driving a revenue increase of 31% to £71.3 million. This progress also contributed to narrowing the company’s operating losses by 29% to £49.1 million. Depop’s core markets remain the US, UK, and Australia, with a significant feature of its marketplace being that 56% of sellers who completed a sale also made at least one purchase. Apparel constitutes 94% of the platform’s gross merchandise sales, underscoring its strong position in the fashion resale sector.

Depop’s development has been marked by ongoing innovation, including technological enhancements like the introduction of Depop Payments in the US and the launch of an onsite ads platform, which have helped improve user engagement and monetisation pathways. Despite previous losses, the company has been steadily closing the gap towards profitability and increasing brand recognition in key markets.

Etsy’s acquisition of Depop in 2021 for $1.625 billion was designed to strengthen Etsy’s presence in the resale market, particularly targeting the Gen Z demographic. Depop operates as a standalone marketplace with its headquarters in London and additional offices in Manchester and New York, retaining the agility to innovate within its niche while benefiting from Etsy’s global resources.

With Semple now permanently at the helm, Depop appears poised to continue its momentum, further embedding circular fashion principles into its growth strategy while expanding its community and commercial success.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently%2C1752778.html), [[2]](https://news.depop.com/peter-semple-appointed-as-depops-permanent-chief-executive-officer/), [[3]](https://www.retaildive.com/news/depop-names-permanent-ceo-peter-semple-etsy/754188/), [[4]](https://fashionunited.com/news/people/depop-names-peter-semple-as-ceo/2025072867354)
* Paragraph 2 – [[1]](https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently%2C1752778.html), [[2]](https://news.depop.com/peter-semple-appointed-as-depops-permanent-chief-executive-officer/), [[3]](https://www.retaildive.com/news/depop-names-permanent-ceo-peter-semple-etsy/754188/), [[4]](https://fashionunited.com/news/people/depop-names-peter-semple-as-ceo/2025072867354)
* Paragraph 3 – [[1]](https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently%2C1752778.html), [[2]](https://news.depop.com/peter-semple-appointed-as-depops-permanent-chief-executive-officer/), [[3]](https://www.retaildive.com/news/depop-names-permanent-ceo-peter-semple-etsy/754188/), [[4]](https://fashionunited.com/news/people/depop-names-peter-semple-as-ceo/2025072867354)
* Paragraph 4 – [[1]](https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently%2C1752778.html), [[5]](https://www.fashionnetwork.com/news/Depop-loss-narrows-as-sales-rise%2C1561274.html), [[7]](https://en.wikipedia.org/wiki/Depop)
* Paragraph 5 – [[1]](https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently%2C1752778.html), [[5]](https://www.fashionnetwork.com/news/Depop-loss-narrows-as-sales-rise%2C1561274.html), [[6]](https://investors.etsy.com/press-releases/press-release-details/2021/Etsy-to-acquire-global-fashion-resale-marketplace-Depop/default.aspx)
* Paragraph 6 – [[1]](https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently%2C1752778.html), [[6]](https://investors.etsy.com/press-releases/press-release-details/2021/Etsy-to-acquire-global-fashion-resale-marketplace-Depop/default.aspx), [[7]](https://en.wikipedia.org/wiki/Depop)
* Paragraph 7 – [[1]](https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently%2C1752778.html), [[2]](https://news.depop.com/peter-semple-appointed-as-depops-permanent-chief-executive-officer/), [[3]](https://www.retaildive.com/news/depop-names-permanent-ceo-peter-semple-etsy/754188/), [[4]](https://fashionunited.com/news/people/depop-names-peter-semple-as-ceo/2025072867354)

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## Bibliography

1. [https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently,1752778.html](https://in.fashionnetwork.com/news/Depop-interim-ceo-semple-takes-up-role-permanently%2C1752778.html) - Please view link - unable to able to access data
2. <https://news.depop.com/peter-semple-appointed-as-depops-permanent-chief-executive-officer/> - Depop has announced the appointment of Peter Semple as its permanent Chief Executive Officer, effective August 1, following his successful tenure as Interim CEO. Semple joined Depop in 2019 as Chief Marketing Officer and has been instrumental in shaping the company's strategic vision and leading its global creative team. Etsy CEO Josh Silverman praised Semple's leadership and dedication to Depop's mission, expressing confidence in his vision for the future. Semple expressed excitement about leading Depop through its next phase of growth and commitment to making fashion circular.
3. <https://www.retaildive.com/news/depop-names-permanent-ceo-peter-semple-etsy/754188/> - Peter Semple has been officially named as Depop's Chief Executive Officer, effective July 31, after serving as the interim CEO since May. Semple joined Depop in 2019 as Chief Marketing Officer and has been leading the company during a period of significant growth. Etsy CEO Josh Silverman highlighted Semple's proven ability to lead and inspire teams, as well as his dedication to Depop's mission and community. Semple expressed his commitment to accelerating Depop's mission to make fashion circular and leading the business through its next phase of growth.
4. <https://fashionunited.com/news/people/depop-names-peter-semple-as-ceo/2025072867354> - Depop has appointed Peter Semple as its Chief Executive Officer, effective August 1, following his tenure as Interim CEO since May 2025. Semple joined Depop in 2019 as Chief Marketing Officer and has been credited with shaping the company's strategic vision and leading the creative team to fuel growth and cultural relevance. Etsy CEO Josh Silverman praised Semple's leadership and dedication to Depop's mission, expressing confidence in his vision for the future. Semple expressed excitement about permanently stepping into the CEO role and leading Depop through its next phase of growth.
5. <https://www.fashionnetwork.com/news/Depop-loss-narrows-as-sales-rise%2C1561274.html> - Depop, the London-based resale marketplace, reported an 8% increase in revenue to £54.3 million for the previous year. Despite an operating loss of approximately £59 million, the company narrowed its losses compared to the prior year's £84.5 million loss. Depop highlighted its 'healthy user engagement metrics' and strong brand awareness in its core markets of the UK and US. The company also emphasized its focus on technological enhancements, including the introduction of Depop Payments in the US and the launch of its onsite ads platform in October.
6. <https://investors.etsy.com/press-releases/press-release-details/2021/Etsy-to-acquire-global-fashion-resale-marketplace-Depop/default.aspx> - Etsy, Inc. announced its definitive agreement to acquire Depop, a privately-held, community-led fashion resale marketplace, for $1.625 billion in cash. The acquisition aims to advance Etsy's leadership in community-driven marketplaces and extend its market opportunity to the growing resale sector serving the Gen Z audience. Following the closing of the transaction, Depop will continue to operate as a standalone marketplace with its existing leadership team, headquartered in London, England.
7. <https://en.wikipedia.org/wiki/Depop> - Depop is a UK-based fashion resale marketplace founded in 2011, known for its community-driven approach and appeal to Gen Z consumers. In June 2021, Etsy acquired Depop for $1.6 billion, marking Etsy's most expensive acquisition. Despite the acquisition, Depop continues to operate as a standalone brand with its existing leadership team. The platform has experienced significant growth, with its user base increasing by 17% to around 35 million users in 2023, primarily comprising Gen Z and millennial users.