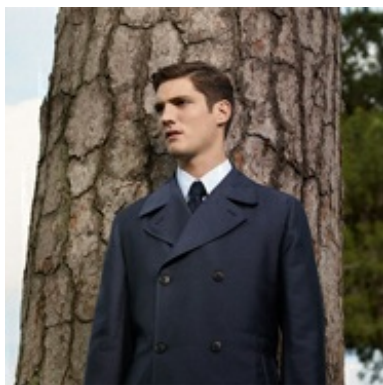


COMMERCE

Kering announces CEOs for Brioni, Bottega Veneta

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Brioni spring/summer 2014 collection image

By STAFF REPORTS

Luxury conglomerate Kering is giving the reins of three brands over to new CEOs.

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Italian fashion labels Brioni, Bottega Veneta and Scottish fashion brand Christopher Kane will all have new leaders going forward. The move comes as Kering tries to tighten up its organizations and propel its luxury division.

New faces

Gianluca Flore was appointed CEO of Brioni, and has been with Kering since 2008, when he became the president of the Americas region for Bottega Veneta. Mr. Flore also has experience at Fendi and La Perla.

Bottega Veneta's new CEO is Carlo Alberto Beretta, who has spent the last 11 years at Ermenegildo Zegna as senior merchandising director.



Bottega Veneta fall/winter collection

Finally, Christopher Kane will be helmed by Sarah Crook, who has been with Stella McCartney since 2004 as merchandise and business development director and then vice president.

All three CEOs will report to Marco Bizzarri, CEO of Kering's luxury – couture and leather goods division.

Kering's profits plummeted and its debt rose in 2013, but the conglomerate's luxury restructuring has already begun to pay off.

Prize brand Gucci experienced listless sales growth, but Yves Saint Laurent's revenue climbed 17.8 percent and Bottega Veneta rose 10.2 percent. Although Puma's seemingly doomed position has adorned headlines, the conglomerate's luxury sales grew 4.4 percent ([see story](#)).

The enterprise then reported strong performances with a 4 percent increase in revenue for the first half of 2014.

Kering found that, from the year-ago period, luxury sales have grown 6 percent. One reason for Kering's first half growth can likely be attributed to the reorganization of its luxury activities ([see story](#)).

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