

IN-STORE

## Ralph Lauren taps Hermès exec for increased watch focus

November 13, 2014



*Ralph Lauren timepiece*

---

By STAFF REPORTS

U.S. lifestyle brand Ralph Lauren is welcoming a new CEO for its fine watch and jewelry division beginning in February 2015.

[Sign up now](#)

**Luxury Daily**

Luc Perramond will leave his position at La Montre Hermès to serve as Ralph Lauren Watches and Jewelry's CEO and president. As Ralph Lauren continues to reposition itself as a multi-ranged luxury lifestyle brand, tapping into executives who have previous experience with its target demographic will be beneficial.

**On Ralph's time**

To take on his new role, Mr. Perramond will move from Neuchâtel, where La Montre Hermès is headquartered, to Geneva.

In a statement about the position, Mr. Perramond said, "I am very excited by this new challenge, in particular as I will be working directly with Mr. Ralph Lauren himself, one of the great designers of our time. Mr. Lauren's presence and control of his eponymous brand and its happenings has been a driving force in its positioning and overall aesthetics."



### *Ralph Lauren's Stirrup timepiece*

Ralph Lauren's watch and jewelry division works with Compagnie Financière Richemont to produce its timepieces and jewelry. The Richemont's umbrella of watchmakers and jewelers also includes Vacheron Constantin, Baume & Mercier, Jaeger-LeCoultre, Cartier, Montblanc and Van Cleef and Arpels.

Mr. Perramond's exit comes at a time when Le Montre Hermès has seen a 9.6 percent decrease in sales as demand for watches from Asian markets has declined.

Ralph Lauren's new luxury roster extends to its high fashion collections as well.

The label created a new position, president of Ralph Lauren Luxury Collections, to oversee the global expansion of its luxury business.

Ralph Lauren hired Valérie Hermann, the former CEO of French label Saint Laurent Paris and handbag brand Reed Krakoff, to the new role, which she began April 7. With this new hire, Ralph Lauren is able to centralize the strategy for all of its luxury portfolio, as well as focus on growing its luxury brands ([see story](#)).

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.