

COMMERCE

Kering adds Saint Laurent, Bottega Veneta CEOs to executive committee

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Bottega Veneta's "The Art of Collaboration" campaign for fall/winter 2015

By STAFF REPORTS

French conglomerate Kering is responding to the growth seen at Saint Laurent and Bottega Veneta with the appointment of the brands' CEOs to its executive committee.

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Effective immediately, Saint Laurent's Francesca Belletini and Bottega Veneta's Carlo Alberto Beretta will be part of the 12-member committee, which already included the CEOs of Gucci and Puma. These additions show the weight Kering is placing in these two labels, while also enabling the group to take notes from these financially successful brands.

New perspectives

Ms. Belletini joined Kering in 2003 after a career in investment banking and stints at Prada Group and Helmut Lang. While at Kering, she was initially the strategic planning director and associate worldwide merchandising director at Gucci, followed by time as worldwide merchandising director and communications director at Bottega Veneta before entering her current position at Saint Laurent in 2013.

Mr. Beretta began his career in the buying department at retailer La Rinascente. He later worked as brand manager at Valentino and held roles in merchandising and retail development at Zegna prior to his appoint at Bottega Veneta earlier this year.

SAINT LAURENT
BY THE HOUSE OF SAINT LAURENT
PARIS



YSL Couture ad

In Kering's third quarter earnings reported Oct. 22, Bottega Veneta's sales rose 13.2 percent and Saint Laurent saw a bump of 36.9 percent, much higher than the average luxury growth of 14 percent within the group. Comparably, Gucci posted sales growth of 8.6 percent.

Kering has seen a number of change-ups recently at the executive level, including the exit of Gucci CEO Patrizio di Marco ([see story](#)).

Also, the group looked to strengthen its luxury division with the recent hire of Grita Loeb sack, formerly of Unilever.

The conglomerate announced in July that Ms. Loeb sack will join Kering as the CEO of luxury couture and leather goods' emerging brands, effective Sept. 14. Before joining Kering, Ms. Loeb sack, a German national, worked as the international marketing director, global skin care at L'Oreal Paris and Unilever's executive vice president of global skin care ([see story](#)).

Ms. Loeb sack is also on the executive committee, along with Kering chairman and CEO Francois-Henri Pinault and Luxury - Watches and Jewelry division CEO Albert Bensoussan.

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