

COMMERCE

LVMH narrows lens on North America via new hire

October 27, 2015



Image courtesy of LVMH

By STAFF REPORTS

French conglomerate Mot Hennessy Louis Vuitton is concentrating on the North American market with its latest executive hire.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The conglomerate has appointed Anish Melwani as the chairman and CEO of LVMH, Inc., effective Jan. 4, 2016. In his new role at LVMH, Mr. Melwani will be responsible for the development of the conglomerate's activities in the North American market.

A Northern American state of mind

Previously, Mr. Melwani worked for consultancy firm McKinsey & Company where he co-lead the global strategy & corporate finance practice. During his tenure at McKinsey, Mr. Melwani supported clients across industries, just as he will as chairman & CEO of LVMH in North America.

While working in McKinsey's Hong Kong and Singapore offices, he counseled senior executives of leading global companies on issues related to corporate strategy, M&A, alliances, portfolio management and organization. These skills will allow Mr. Melwani to work alongside the brands within the LVMH umbrella and strengthen their businesses.

"I am delighted to welcome Anish into our group. North America is a strategic market for LVMH, with our brands witnessing strong performances. Anish will help us further accelerate growth and explore new development opportunities," said Bernard Arnault, chairman and CEO of LVMH, in a statement. "Anish will work alongside the global leaders of our businesses leveraging his strategic skills and sharing his deep knowledge of the market."

In addition to a focus on the North American market, LVMH is also directing its attention to the digital realm.

LVMH is looking to innovate the digital presences of its brands with the appointment of a new chief digital officer who most recently worked at Apple.

Ian Rogers has been working in the digital space since 1993, with tenures at Yahoo and Beats Music among other tech companies. With luxury brands looking to tighten their hold on digital, bringing in talent that has worked exclusively within the tech world may provide a new perspective ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.