

COMMERCE

Bally strengthens communication capabilities with CMO hire

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Bally spring/summer 2016 collection

By STAFF REPORTS

Swiss apparel and accessories label Bally has appointed its first chief marketing officer, the latest in a series of key hires.

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The new CMO William Daley was most recently at Marc Jacobs, where he was senior vice president of communications, with additional luxury credentials from positions at Bottega Veneta and Michael Kors. Bally is looking to further communicate its 164-year heritage, making this latest addition to its team strategic.

Moving forward

According to [WWD](#), Bally CEO Frdric de Narp has been working on turning the brand around, making sure the right personnel is in place via new hires and strengthening its identity. Now, the brand is looking toward the next step in its development, which involves sharing the brand story.

Bally was acquired by Jimmy Choo and Balstaff owner JAB Holdings in 2008.

This past June, Mr. de Narp told [Reuters](#) the brand was seeing a growth in sales following sluggish results for years. This is largely credited to more contemporary designs from creative director Pablo Coppola, who has also helped the brand get back to its roots after previous designers moved away from its clean aesthetic, with Brian Atwood's stilettos and Michael Herz and Graeme Fidler's retro footwear.



Bally fall/winter 2015 ad campaign

In addition to his latest hire, Mr. de Narp is also looking to expand Bally's retail footprint, with 15 store openings planned for the next year, starting with Los Angeles and Tokyo's Ginza neighborhood.

Bally has recently found new ways to communicate its brand positioning through storytelling.

The label is putting its foot down with a new initiative and social campaign.

The brand launched a "shoepedia" on its Web site, which will tell men everything they need to know about footwear. The Web site shows Bally's awareness of numerous trends, capitalizing on the rise of menswear through user-generated content and useful tips rather than merely products ([see story](#)).

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