

COMMERCE

Givenchy fine-tunes US strategy with latest hire

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Givenchy spring/summer 2016

By STAFF REPORTS

French atelier Givenchy is strengthening its United States market strategy with the hire of Laura Dubin-Wander.

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Ms. Dubin-Wander, who has left Dior for her role at Givenchy, will serve as the fashion brand's president of U.S. business and will report to Paris-based CEO, Philippe Fortunato. Under Mr. Fortunato's direction, Givenchy has been expanding into new markets, especially the U.S.

American dream

While at Dior, Ms. Dubin-Wander served as the brand's vice president since 2012. Also owned by French luxury conglomerate LVMH, Dior has yet to announce a replacement for Ms. Dubin-Wander.

Prior to working at Dior, Ms. Dubin-Wander was the director of merchandising at Victoria's Secret, president of Dana Buchman and Laundry by Shelli Segal and president of Martin + Osa, a division of American Eagle Outfitters.

Givenchy is optimistic about its dealings in the U.S. The market accounts for 20 percent of its business, despite only operating standalone boutiques in New York, Las Vegas and Miami.

The brand plans on expanding further into the U.S. market with planned openings for the Aventura Mall in Miami and areas in California such as Orange County and Beverly Hills. Givenchy also works with retailers including Neiman Marcus, Bergdorf Goodman and Saks Fifth Avenue.



*I am a child in the sun with hair
I wanted to shed my hair and change my hair
I don't know*

Givenchy's spring/summer 2016 advertisement

In her new role, Ms. Dubin-Wander will be responsible for managing and leveraging Givenchy's brand strategy and developing U.S.-based activities.

During New York Fashion Week in September, Givenchy showed its "strong ambitions" for the U.S. market.

Givenchy gave the opportunity to attend its spring/summer 2016 runway show in New York to all of its fans rather than a select few.

On Sept. 2, the label launched a microsite that gave away tickets to the event to the first 820 fans that registered. This elevated the general democratization of fashion seen in recent years in which all consumers can be participants via social media and other online mediums ([see story](#)).

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