

COMMERCE

Berluti, Brioni latest luxury houses to lose creative directors

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Berluti fall/winter 2016 show; image courtesy of Alessandro Sartori

By STAFF REPORTS

Menswear labels Berluti and Brioni are joining the list of brands searching for new talent as their creative directors end their tenures.

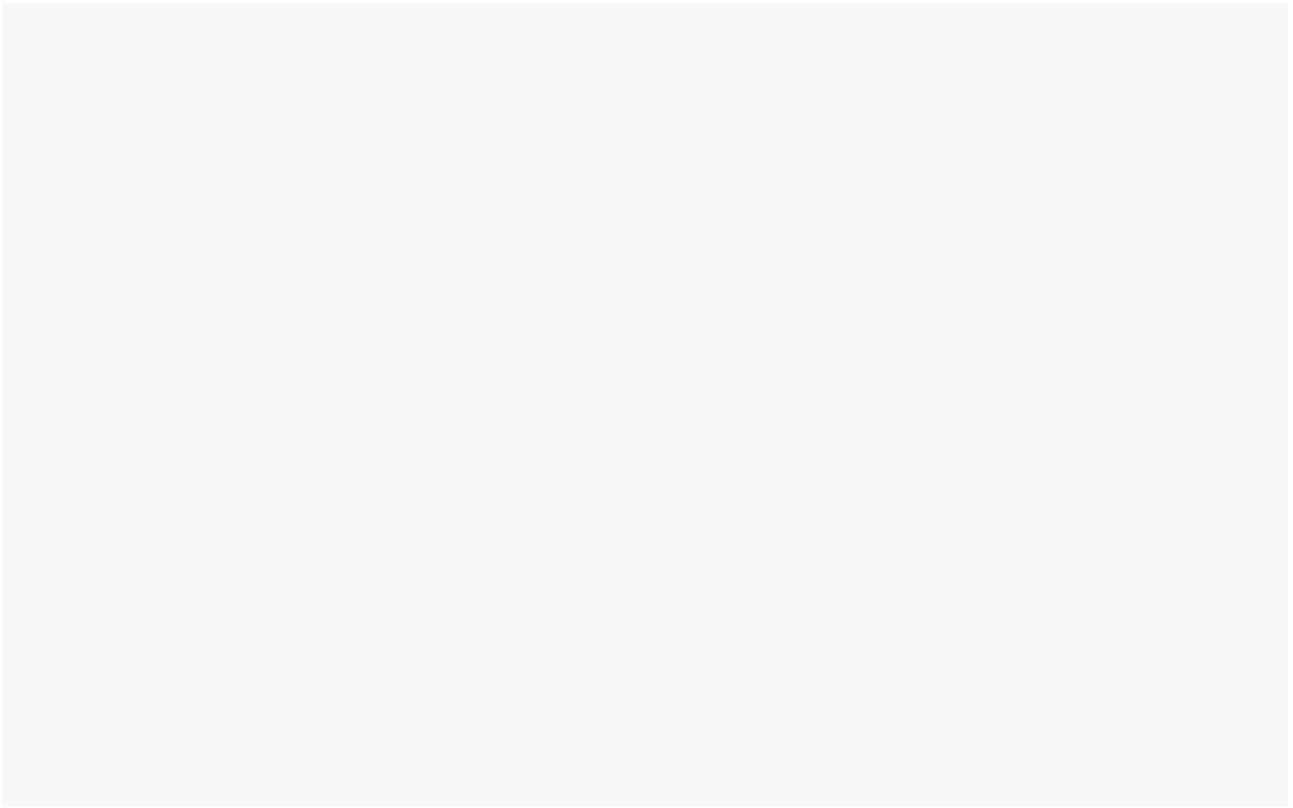
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Berluti's Alessandro Sartori and Brioni's Brendan Mullane are amicably parting ways with their respective houses. In recent months, a number of fashion labels have been left without creative directors as their design talent exits to pursue other opportunities.

Moving on

Mr. Sartori had been at Berluti for five years, according to WWD. The designer was instrumental in the label's transition from a shoemaker to a full lifestyle brand.

During his tenure, Berluti opened a new Madison Avenue flagship where men could arrange for fully bespoke head-to-toe wardrobes ([see story](#)). Additional retail expansion and the widening of product categories saw financial growth for the LVMH-owned label.



A photo posted by Alessandro Sartori (@alessandrosartoriofficial) on Jan 19, 2016 at 2:47am PST

Mr. Sartori presented his last collection for the house on Jan. 22. LVMH will appoint a new creative director for the brand at a later date, and it is not yet known where Mr. Sartori is headed.

Also announced on Feb. 1 is the departure of Mr. Mullane from Brioni after three years at the company. This parting was a mutual agreement not to renew the working relationship between brand and designer.

Kering will be appointing a replacement, but WWD reports that an in-house team will be designing the upcoming collection slated to show in June.



Brendan Mullane

When a creative director leaves a prominent house, their exit is typically met with much speculation as the industry eagerly awaits their next move.

After their departures from Christian Dior and Lanvin, the fashion industry is buzzing with anticipation for what's next for the careers of Raf Simons and Alber Elbaz.

While their exits from their respective fashion houses differ greatly, with Mr. Simons stepping down at Dior for personal reasons and Mr. Elbaz being ousted after directional differences at Lanvin, the industry eagerly awaits their creative return. What the future holds for each designer will be interesting as the stresses of the fashion calendar become increasingly clear as creative directors step down ([see story](#)).

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