

COMMERCE

## Anya Hindmarch hires from Marc Jacobs, Lanvin for executive roles

February 3, 2016



*Anya Hindmarch's Men at Work handbag*

By STAFF REPORTS

British accessories label Anya Hindmarch is making strategic additions to its leadership team to aid in its global development.

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

Vanessa Van Dyke is starting as commercial director in February, while Orianna Cirocco joined the brand in late 2015 as collections director. Both women, who will serve on the brand's executive committee, come with expertise from stints at other luxury brands.

### Team building

Ms. Van Dyke was most recently head of commercial sales for the EMEA region in Marc Jacobs' footwear division. In this new role at Anya Hindmarch, Ms. Van Dyke will oversee international retail, wholesale, franchise, ecommerce and retail merchandising operations.

"We are delighted to announce the appointment of Vanessa Van Dyke who joins our executive team as commercial director," said Helen Wright, CEO of Anya Hindmarch, in a statement. "Our business is growing dynamically across all channels and key geographies, and Vanessa's expertise in luxury brand sales and franchise business development will support our continued momentum and commercial success."

Ms. Cirocco joins Anya Hindmarch from Lanvin, where she was director of accessories. As Anya Hindmarch's collections director, she will manage design, collection merchandising and product development.



*Anya Hindmarch craftsman at Harrods boutique*

In addition to her time at Lanvin, Ms. Cirocco also worked at Burberry and Givenchy Couture.

"Oriana Cirocco is an exciting and essential new talent joining our senior management team at Anya Hindmarch," Ms. Wright said. "She will lend her considerable experience in international luxury brand Merchandising and Collection Management to support our design and product development teams as the company's collections grow in strength, creativity and diversity."

Both Ms. Cirocco and Ms. Van Dyke will be based in Anya Hindmarch's London office.

Beginning in February, Nancy Loukota will be joining Anya Hindmarch's commercial team from Victoria Beckham.

This news comes as Anya Hindmarch is looking to expand its global presence.

The label entered a franchise agreement with Etoile Group in October to establish a retail footprint in the Middle East.

Anya Hindmarch's terms with Etoile Group will see the establishment of stores and concessions in the Middle East, beginning in Abu Dhabi, United Arab Emirates last fall. When entering into an unfamiliar market, it is helpful and important for brands to partner with a local entity that has an understanding of the culture and consumer sentiment ([see story](#)).