

COMMERCE

## Brioni makes unconventional hire to fill creative director position

March 23, 2016



*Brioni's spring/summer 2014 collection image*

By STAFF REPORTS

Kering-owned menswear label Brioni is taking a different approach for its house, appointing former MyTheresa fashion director Justin O'Shea creative director.

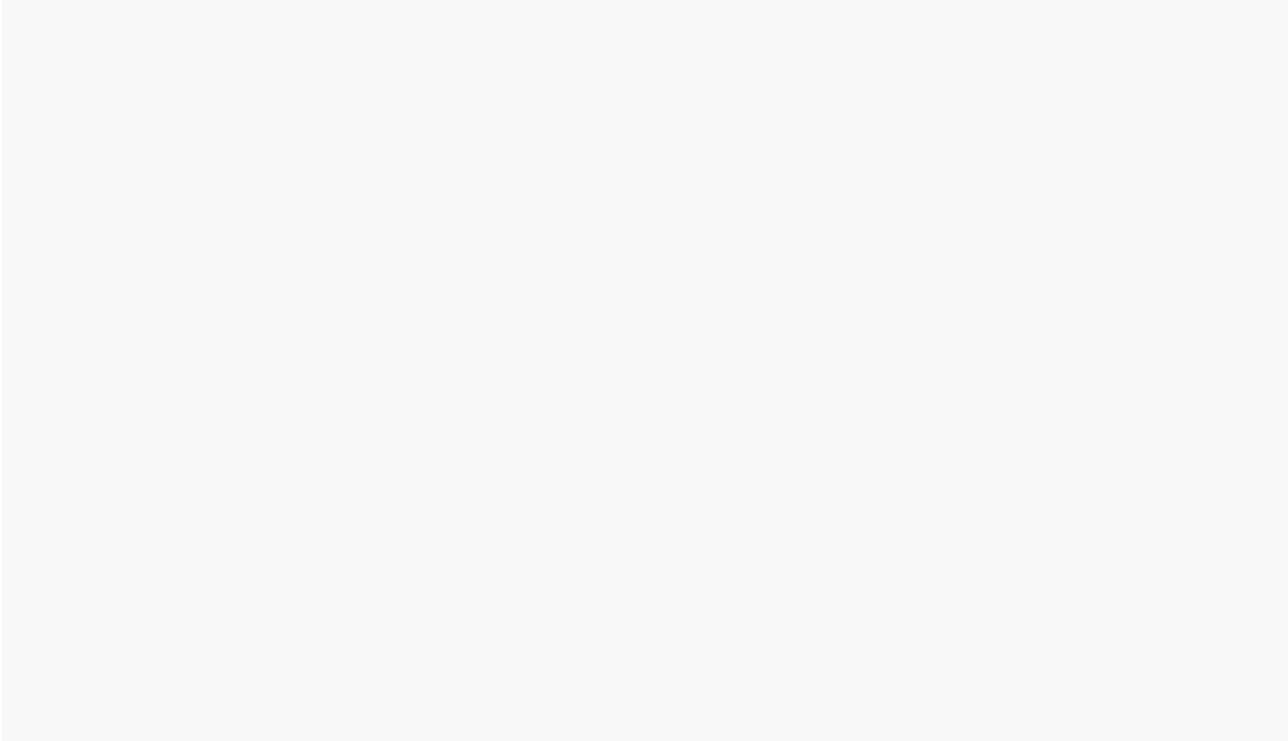
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Mr. O'Shea will begin his new role at the 70-year-old company on April 1. With a background in retail, Mr. O'Shea comes to Brioni without any design credentials, but with an established voice in the fashion industry.

### Unlikely candidate

Mr. O'Shea's hire fills the position that has been vacant since the beginning of February, when Brendan Mullane left after three years at the house ([see story](#)).

As Mr. O'Shea takes the lead at Brioni, the house is starting with a clean slate. The brand's Instagram account is bare except for a single picture of Mr. O'Shea.

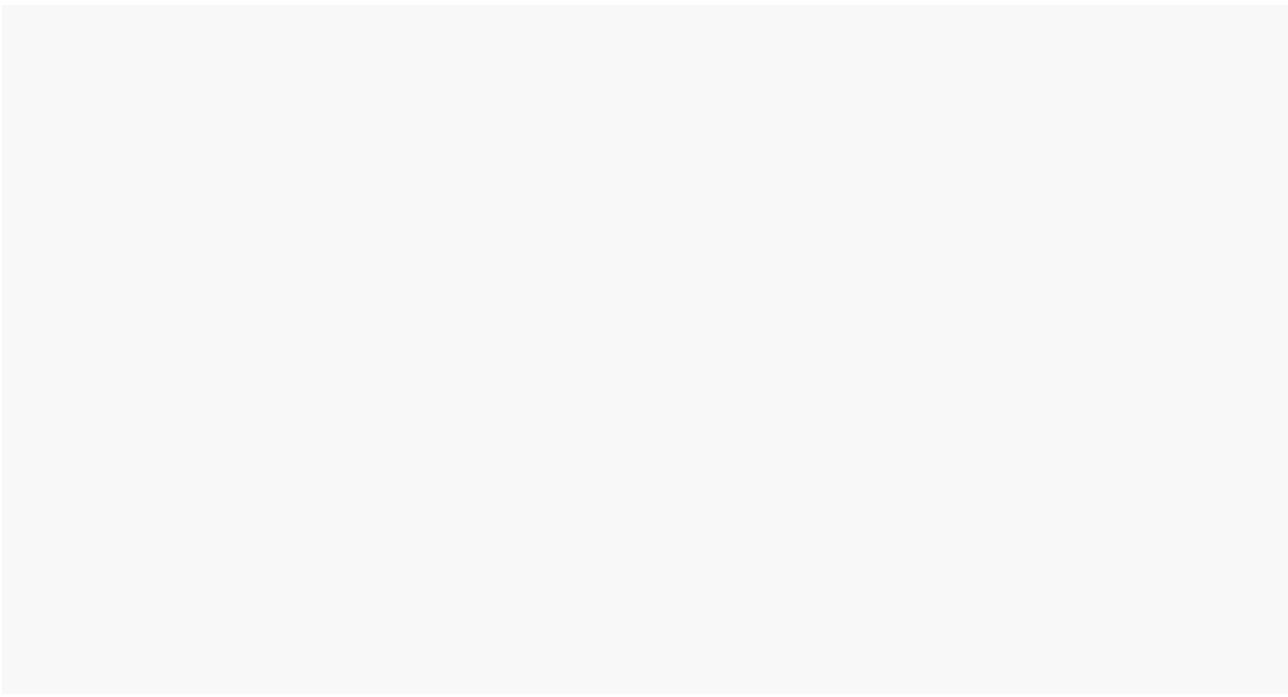


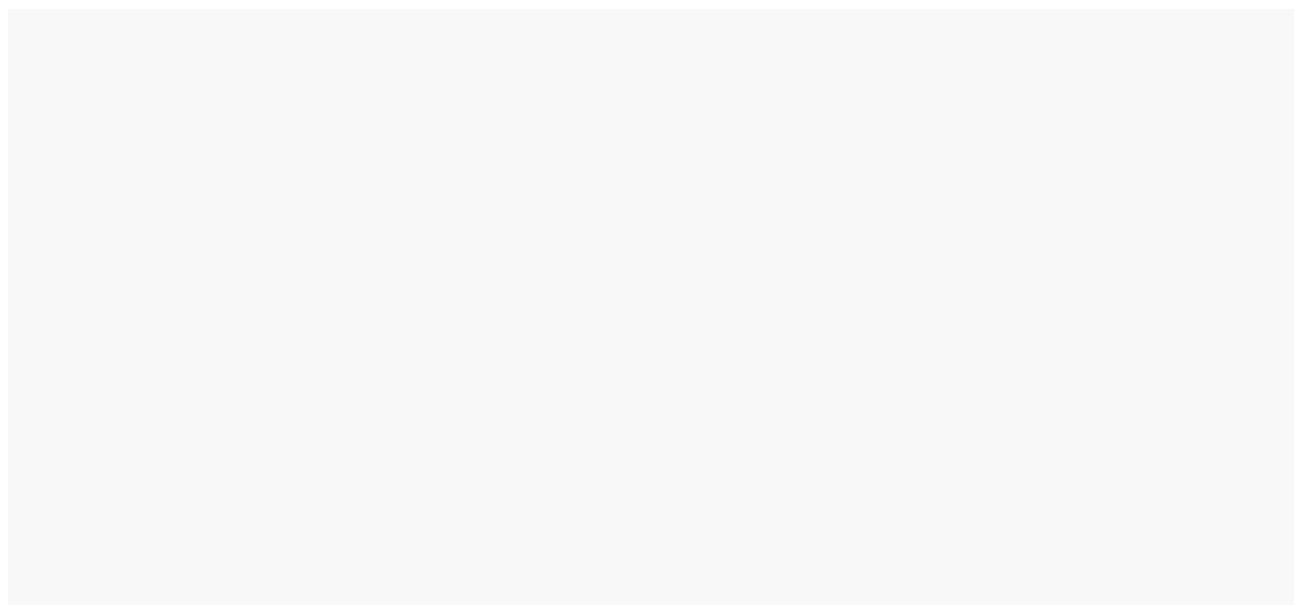
#Brioni is pleased to announce the appointment of Justin O'Shea as new Creative Director. I am deeply honored to undertake this new challenge for such prestigious and celebrated menswear house. It is with great excitement I am looking forward to write a new chapter in the story of Brioni.' @justinoshea

A photo posted by Brioni (@brioni\_official) on Mar 22, 2016 at 11:38pm PDT

Included in the post is a quote from the brand's new head designer, who says, "I am deeply honored to undertake this new challenge for such prestigious and celebrated menswear house. It is with great excitement I am looking forward to write a new chapter in the story of Brioni."

Mr. O'Shea also shared the news of his new role with his own 80,000 followers on Instagram, first posting a very serious portrait, joking about the corporate look of it. He followed this with an "unofficial" first Instagram for the brand, taking a video of himself dancing.





And this is the unofficial first Instagram.... @brioni\_official

A video posted by @justinoshea on Mar 23, 2016 at 3:06am PDT

Gianluca Flore, CEO of Brioni, said in a statement, "I am very confident Justin O'Shea's new artistic direction for Brioni will be instrumental in strengthening our core values and continuing to drive dynamism and innovation into the brand heritage. Justin has shown an accurate understanding of the company's DNA and historic roots and an assertive approach on how to make those values relevant for the brand today."

As [Business of Fashion](#) points out, this choice is not completely unprecedented, as Humerto Leon and Carol Lim were tapped to head Kenzo based on the success of their curated boutique Opening Ceremony.

"An unconventional profile for such a position, Justin brings a holistic approach and strong understanding of business," said Grita Loebssack, CEO of Kering's Luxury - Couture & Leather Goods Emerging Brands. "I believe his vision will accurately translate into this role and add a distinctive signature to the house."

Mr. O'Shea, who has become a fashion personality, also tried his hand at acting in a Mercedes short.

German automaker Mercedes-Benz promoted its role as title sponsor of Berlin's fashion week with a new episode of its "Fashion Creatives" series that pokes fun at fashion advertising tropes.

"A Fistful of Wolves," directed by Danny Sangra, follows Mr. O'Shea, who was then buying director for ecommerce site MyTheresa, through a handful of vignettes, as he dramatically interacts with fashion editors. This showed that Mercedes does not take itself too seriously, and communicates that the brand is an insider, and therefore able to tease itself ([see story](#)).

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