

COMMERCE

## Calvin Klein creative change rumored to make way for Raf Simons

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*Calvin Klein on Net-A-Porter*

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By STAFF REPORTS

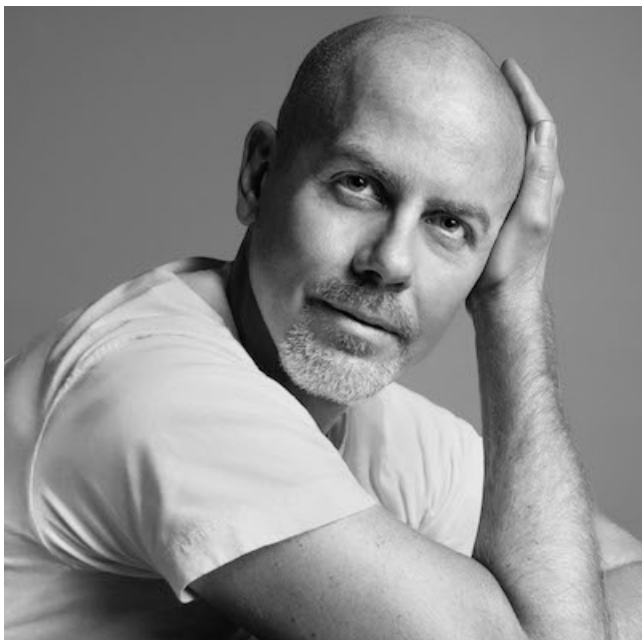
As Calvin Klein's head creatives exit the company, it has reignited speculation about Raf Simons' rumored appointment at the U.S. fashion label.

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On April 19, Calvin Klein said it was shifting its creative strategy, placing the entire brand under one person's vision, excusing women's wear creative director Francisco Costa and menswear head Italo Zucchelli from their respective posts. Now that the position is open, the fashion industry is buzzing again about a potential appointment for Mr. Simons, who was most recently the artistic director of women's wear at Dior.

### Making changes

Calvin Klein has been working to build itself into a \$10 billion fashion business, a strategy that saw it buy back its jeans and underwear lines in 2013. Now, it has decided to unite all aspects of its business, including the high-end men's and women's wear runway collections, under one collective vision.



*Italo Zucchelli*

"This creative strategy marks the beginning of another significant chapter in Calvin Klein's brand legacy since Mr. Klein's retirement," said Steve Shiffman, CEO of Calvin Klein, in a brand statement.

"I would like to thank Francisco and Italo for their unwavering commitment to the Calvin Klein brand and their accomplishments over the past decade," he said. "They have both contributed immensely to making Calvin Klein a global leader in the fashion industry, and they have done so with dedication, focus and creativity."



*Francisco Costa*

Since Mr. Simons left his Dior gig last fall ([see story](#)), the fashion world has been watching closely for his next move.

For months, rumors have suggested that Mr. Simons has a tentative appointment at U.S. fashion label Calvin Klein. Although a creative director position at Calvin Klein seemingly contradicts Mr. Simons' reasons for leaving Dior, this would put him in a top role at the iconic fashion brand.

If the rumors prove true, the appointment would not be activated until the summer, according to WWD, as Mr. Simons' Dior contract has a non-compete agreement. In the meantime, Mr. Simons has been working on his namesake label ([see story](#)).