

COMMERCE

## Alexander McQueen's new CEO to lead brand growth

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*Alexander McQueen spring/summer 2016*

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By STAFF REPORTS

British fashion house Alexander McQueen has named Emmanuel Gintzburger as CEO.

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Mr. Gintzburger will begin at Kering-owned Alexander McQueen on May 9 and will report to Grita Loeb sack, the CEO of luxury couture & leather goods emerging brands at the label's parent company. Mr. Gintzburger joins Alexander McQueen after working for Yves Saint Laurent, also owned by Kering, as its worldwide retail and wholesale director.

### Growing the brand

Effective May 9, Mr. Gintzburger will use his previous business development experience to strengthen the Alexander McQueen brand in key markets. Mr. Gintzburger also brings to Alexander McQueen his 17-year knowledge of retail and marketing gleaned from the luxury and cosmetic industry.

A graduate of EM Lyon Business School and a French national, Mr. Gintzburger has held positions at Yves Saint Laurent, Danone, Louis Vuitton, Sephora France and Lanvin. His prior positions included stints in Hong Kong, which may also assist in building awareness in key markets for Alexander McQueen.

As CEO, Mr. Gintzburger's main objective will be to pursue the brand's global expansion and accelerate organic growth.



*Alexander McQueen spring/summer 2016 tunic top seen in i-D magazine*

Alexander McQueen CEO position was previously held by Jonathan Akeroyd, who has decided to step down from his role to pursue interests outside Kering. During his 12-year tenure at Alexander McQueen, Mr. Akeroyd closely collaborated with the creative team to oversee the growth and international expansion of the brand.

During Mr. Akeroyd's time at Alexander McQueen, the fashion house became one of the most recognizable British fashion brands in the world.

This became apparent with the popularity of the Lee Alexander McQueen retrospective, honoring the label's late founder, held in both London and New York.

Following its heavily attended appearance at the Metropolitan Museum of Art in New York, "Alexander McQueen: Savage Beauty" was the most visited paid-for exhibit in London in 2015.

Similarly to its run at the Met, the retrospective on the late designer was the most popular exhibit in the Victoria & Albert museum's 163-year history, selling 493,043 tickets, according to rankings from London Exhibitions.



*Exhibit at Alexander McQueen: Savage Beauty exhibition*

When Savage Beauty was in New York in 2011, 661,509 fans of the brand flocked to the display, making it one of the

Met's top 10 most visited exhibits ([see story](#)).

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