

COMMERCE

## LVMH shuffles fragrance executives amid CEO's departure

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*L'Atelier de Givenchy fragrances*

By STAFF REPORTS

The CEO/president of LVMH Fragrance Brands and president of Parfums Givenchy has announced his exit, effective June 30.

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The French luxury conglomerate established the LVMH Fragrance Brands division in 2010. Part of LVMH's perfumes and cosmetics arm, the division includes Givenchy, Kenzo, Emilio Pucci and Fendi.

### The scent of change

As CEO/president, Alain Lorenzo oversaw the sales force of Givenchy, Kenzo, Pucci and Fendi fragrances, working on creative, marketing and communications to support scents produced by these LVMH brands. Mr. Lorenzo has also been Parfums Givenchy's longstanding president.

Citing personal reasons for his departure, Mr. Lorenzo will remain at LVMH until June 30 when Romain Spitzer, currently the European general manager of Parfums Christian Dior, will take over the position.

After the end of the transitional period on June 30, Mr. Spitzer will also become Parfums Givenchy's president. In his new role he will be responsible for human resources, finance, commercial and operations, per [WWD](#).



*Kenzo's latest fragrance L'Eau Kenzo Electric Wave*

Mr. Spitzer is well-versed in the luxury fragrance arena, with prior employment including Guerlain, Parfums Jean Paul Gaultier at Beaut Prestige International and Yves Saint Laurent.

While it's expected for executives to retire or move on from positions, the luxury industry seems to be at a transformational point where talent is increasingly hard to maintain.

For example, Italian leather goods brand Tod's has announced that its creative director Alessandra Facchinetti will step down from her position.

Ms. Facchinetti joined Tod's only three years ago and cites an interest in pursuing personal projects as reason for her departure. In the last year, there has been a steady flow of departures from fashion's top houses, which has proved that the luxury category's stature does not equal security ([see story](#)).

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