

APPAREL AND ACCESSORIES

Versace hires former Alexander McQueen CEO

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Versace spring/summer 2016 ad campaign

By STAFF REPORTS

Italian fashion label Versace has named Jonathan Akeroyd as CEO.

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Mr. Akeroyd joins Versace from British fashion house Alexander McQueen, where he served as the brand's CEO for 12 years. Mr. Akeroyd announced his departure from Alexander McQueen May 3, citing a desire to pursue interests outside the Kering Group.

Changes at Versace

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. It was during this time that the fashion house became one of the most recognizable British fashion brands in the world ([see story](#)).

"We are delighted to welcome Jonathan Akeroyd as our new CEO," said Donatella Versace, vice president and artistic director of Versace, in a statement. "Jonathan brings a proven track record in building global brands, steering growth and driving strategic development. Jonathan Akeroyd's industry expertise and vision will be key to advancing the next phase of Versace's development."

Versace has expressed cautious optimism for the year ahead after strong financial results for 2015 that saw a 17.5 percent revenue growth to \$709.5 million ([see story](#)).



Versace spring/summer 2016

"It is an honor to be joining such a dynamic and innovative organization," said Mr. Akeroyd regarding his appointment. "Versace is an iconic lifestyle brand recognized globally as a premier name in luxury.

"I look forward to implementing a long-term business strategy that supports the visionary and creative direction of Donatella Versace and her team," he said. "This is an exciting opportunity to take Versace to even greater success."

Mr. Akeroyd will replace Gian Giacomo Ferraris, who joined Versace in 2009. Versace saw an important period of growth during Mr. Ferraris' time at the house.



Versace spring/summer 2016

"We are proud of our ability to attract visionary leaders," said Ms. Versace. "Mr. Ferraris has done a superb job of securing Versace's status as one of the world's leading luxury brands. We thank him for his efforts and wish him all the best for the future."

Mr. Ferraris has yet to announce his next appointment.

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