

APPAREL AND ACCESSORIES

Loro Piana acquires new CEO 3 years into LVMH union

May 31, 2016



Illustration of Loro Piana store on Rodeo Drive

By STAFF REPORTS

LVMH-owned Loro Piana has appointed Fabio d'Angelantonio its new CEO.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. d'Angelantonio was most recently the chief marketing officer of Luxottica, also serving as the president of the eyewear maker's retail business Sunglass Hut. Three years after its acquisition by LVMH, Loro Piana's current CEO Matthieu Brisset has accomplished the mission of integrating the cashmere maker into the larger group, and he will now be taking on a new role within the conglomerate.

New leadership

Mr. d'Angelantonio will assume his role on Sept. 1. The executive held sales roles at companies including Belgium-based children's book publisher Editions Hemma and then spent time in Milan at Fiat Group's Internet portal Ciaoweb and appliance manufacturer Indesit Company.

In 2005, he became the CMO of Luxottica, overseeing all retail and marketing strategies for the company's brands. In 2009, he also took on the role of president of Sunglass Hut.



Loro Piana cashmere

"I am excited to have Fabio take the helm at Loro Piana," said Antoine Arnault, chairman of Loro Piana. "He has a great track record in developing brands, retail operations and people across the globe. He also brings a warm personality and Italian touch to continue the development of Loro Piana at the very high end of ready-to-wear and textile products.

"Three years after the acquisition of Loro Piana, I think it is safe to say that Matthieu Brisset and I have accomplished the mission given to us by Sergio and Pierluigi Loro Piana: to integrate their exceptional company smoothly into LVMH Group while respecting at all times the values of the brand and the great people working there," he said.

Mr. Brisset's next move will be announced soon.

Mot Hennessy Louis Vuitton's \$2.6 billion deal for 80 percent control of Italian cashmere giant Loro Piana in 2013 gave the French luxury conglomerate an iron lock on the entire supply chain.

The Paris-based company's sustained march toward luxury supremacy may not darken the overall manufacturing landscape, although its appetite for family-owned brands and sources of raw material is undiminished. With this deal, coming two years after its purchase of Italian jeweler Bulgari, LVMH gained a growing brand to fortify its global aspirations, while Loro Piana benefited from LVMH's business expertise as an ongoing family-steered operation ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.