

APPAREL AND ACCESSORIES

Louis Vuitton rumored to swap out Ghesquire for Loewe's Anderson

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Nicolas Ghesquire takes a bow after his first Louis Vuitton runway show

By STAFF REPORTS

Is LVMH's Louis Vuitton preparing to be the next luxury brand to see its creative director position change hands?

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Today, rumors are suggesting that LVMH is considering the removal of Nicolas Ghesquire as the creative director of Louis Vuitton, a position he has held since November 2013 when Marc Jacobs stepped down from the brand. The luxury fashion industry has been plagued with creative upheaval across brands that have appeared to be creatively stable, but the transmission of talent screams otherwise.

Fashion mixers

According to sources speaking to Reuters, creative director Jonathan Anderson, now the designer of LVMH-owned Spanish leather goods house Loewe, is being considered for the position at Louis Vuitton.

Mr. Anderson is said to be a top pick among LVMH's senior executives who have been impressed with his work at Loewe and his namesake brand, J.W. Anderson. An appointment to Louis Vuitton would give the Northern Ireland-born designer a larger platform and resources to develop his talents.

Loewe appointed Mr. Anderson in October 2013.



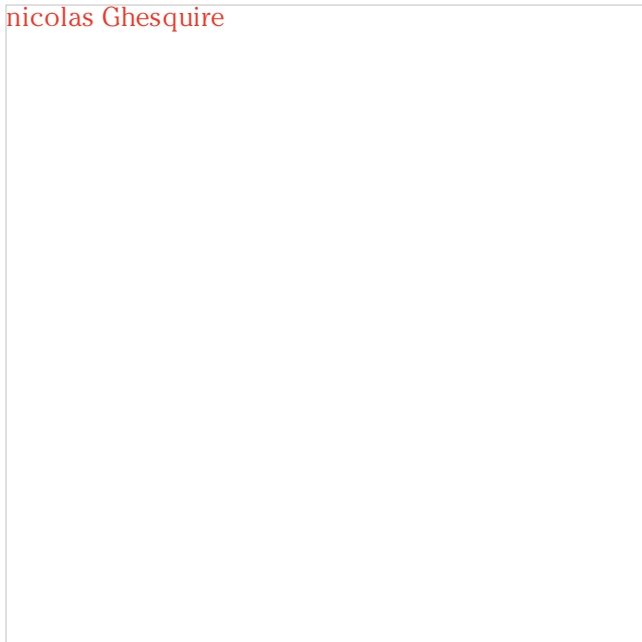
Jonathan Anderson for Loewe

Rumors that Mr. Ghesquire is planning to exit Louis Vuitton as creative director are not new. Mr. Ghesquire has been at Louis Vuitton's helm for three years, seemingly the new norm of tenures among high fashion creatives.

Given the industry's recent history, it's understandable to believe that Mr. Ghesquire will pursue other career options, however soon, in the vein of Alexander Wang, Raf Simons and Hedi Slimane, among others.

In a televised interview earlier this summer, Mr. Ghesquire sat down with French talk show "Le Petit Journal," where he discussed a number of industry-related topics and his peers that have stepped down from creative director roles in the last year. Since the interview aired, the rumor mill has been buzzing with suggestions that Mr. Ghesquire is considering an exit from Louis Vuitton to start his own line.

[nicolas Ghesquire](#)



Nicolas Ghesquire

When Le Petit Journal questioned if Mr. Ghesquire has plans to launch his own line, he said, "I hope so. I could do it." Many have inferred that his statement shows his confidence, meaning that he would succeed at multitasking Louis Vuitton's responsibilities with those under his namesake line.

While Mr. Ghesquire did not give a date to the interviewer, he did express that he'd like to establish his own brand soon ([see story](#)). At this time, Mr. Ghesquire has two years remaining on his Louis Vuitton contract.

Despite the rumors, Louis Vuitton has "strongly denied" reports that Mr. Ghesquire will be replaced.

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