

APPAREL AND ACCESSORIES

Stuart Weitzman protects brand tenets with creative director hire

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Gigi Hadid for Stuart Weitzman, fall 2016

By STAFF REPORTS

Namesake founder of U.S. footwear label Stuart Weitzman is becoming the brand's chairman to make way for a new creative director.

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Mr. Weitzman is currently his brand's creative director and executive chairman, but will transition into the label's chairman, part of a strategic plan to preserve the DNA of Stuart Weitzman for the future. Effective May 5, 2017 Giovanni Morelli will become the creative director of Stuart Weitzman, reporting to Wendy Kahn, who was recently appointed CEO and brand president after nearly a decade at Valentino ([see story](#)).

If the shoe fits

Mr. Morelli brings to Stuart Weitzman more than 25 years of talent as an accessories designer and creative leader. During the course of his career, Mr. Morelli has designed some of the industry's most iconic handbags and accessories.

"In Giovanni, we have found a creative director who will ensure that the unique DNA of the brand will be preserved while infusing his creative vision for a modern age," said Mr. Weitzman in a brand statement. "Giovanni is respected for his attention to detail, respect of quality and craftsmanship and for his modern sensibility that is always pushing new design boundaries."

A graduate of Milan's Domus Academy, where he earned a Master's degree in fashion design, Mr. Morelli worked for Prada and as the design director, accessories for Burberry for four years. After his time at Burberry, Mr. Morelli spent a decade working for Marc Jacobs and Chlo.



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Mr. Morelli's experience at Chlo included leading the design team responsible for all non-apparel, including footwear. Most recently, Mr. Morelli worked at Loewe, where he was leather goods design director, men's and women's for non-apparel since March 2015.

"Women globally have embraced Stuart Weitzman's beautiful shoes that offer both amazing design and incredible comfort," Mr. Morelli said in a statement. "I look forward to expanding the brand's language and its global reach while remaining respectful to the culture and key tenets that it was founded on, which in turn have inspired such strong customer loyalty."

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