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## Loewe hires CEO from Cline

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*Loewe menswear for fall/winter 2016*

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By STAFF REPORTS

Spanish leather goods and apparel house Loewe is getting new leadership from Cline.

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According to [WWD](#), Pascale Lepoivre, currently executive vice president of Cline, is moving from one LVMH-owned house to another, starting immediately as the CEO of Loewe. Ms. Lepoivre is succeeding Lisa Montague, who left Loewe and returned to London for personal reasons.

### Changing leadership

Ms. Montague, who had been at Loewe since 2009, is considering other positions within the LVMH stable of brands. During her time at the brand, she led the transition to current creative director Jonathan Anderson.

Loewe's new hire is expected to continue the brand's positive trajectory under Mr. Anderson. The designer has taken the 170-year-old house and modernized its image, leading to a number of It bags.



*Loewe Puzzle bag*

Ms. Lepoivre's background in product is expected to benefit Loewe. She began at Louis Vuitton in the 1990s, eventually becoming the director of its fashion and leather goods product division, and her role at Cline involved overseeing manufacturing and overall strategy.

She had been at Cline since 2007, joining around the same time as creative director Phoebe Philo and CEO Marco Gobbetti as LVMH Fashion Group chairman and CEO Pierre-Yves Roussel sought to rebrand the 60-year-old house.

Mr. Gobbetti also has a pending departure from the brand.

As Burberry's Christopher Bailey steps down from his CEO position, Mr. Gobbetti will take his place at the British label. Mr. Gobbetti will be joining Burberry in 2017 when his current contract ends ([see story](#)).

LVMH is looking for a successor for Mr. Gobbetti to fill the head role at Cline.

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