

APPAREL AND ACCESSORIES

Bottega Veneta appoints Claus-Dietrich Lahrs as CEO

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Bottega Veneta fall/winter 2016 campaign

By STAFF REPORTS

Kering Group has announced the departure of Italian fashion house Bottega Veneta's CEO, who will move internally within the French luxury conglomerate's corporate structure.

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Carlo Alberto Beretta will step down as Bottega Veneta's CEO, a position he has held since 2015 ([see story](#)), to become Kering's chief client and marketing officer. Mr. Beretta will be replaced by Claus-Dietrich Lahrs, who will report directly to Francois-Henri Pinault, chairman and CEO of Kering, and serve as a member of the conglomerate's executive committee.

New at Bottega

Mr. Lahrs will join Bottega Veneta from Hugo Boss, where he served as the German apparel brand's CEO until February 2016 ([see story](#)). Hired by Hugo Boss in 2008, as chairman and CEO, Mr. Lahrs' direction saw brand turnover double and its profits increase sharply.

Prior to Hugo Boss, Mr. Lahrs held executive positions at luxury brands such as Cartier, Louis Vuitton and Christian Dior Couture.

Mr. Lahrs joined Cartier in 1992 and held marketing positions in retail and marketing in Germany and Northern Europe. Next, in 1997, Mr. Lahrs was appointed the general manager of Louis Vuitton, Loewe and Celine at LVMH Germany, his home country.



Bottega Veneta, fall/winter 2016

Following this position, Mr. Lahrs was recruited to Louis Vuitton North America as the LVMH flagship brand's president and CEO in 2000. From there, he moved to Dior to become the managing director of Christian Dior Couture in 2004.

"We are delighted to welcome Claus-Dietrich Lahrs to Bottega Veneta and to Kering," said Mr. Pinault in a statement. "His outstanding experience and extensive knowledge of the luxury market will be crucial in the management of the exceptional maison that Bottega Veneta is.

"I am confident he will build on what has been accomplished so far within the house and accelerate its development," he said.

Similar to creative directors playing a game of musical chairs, there have been a handful of high-profile brands whose CEOs have stepped down.

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

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 ([see story](#)).