

APPAREL AND ACCESSORIES

## Kering taps Bottega Veneta CEO for client-centric position

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*Kering's headquarters at 40 rue de Sèvres in Paris*

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By STAFF REPORTS

Fashion group Kering is recognizing the increasing demands of today's luxury customer with a newly created chief client & marketing officer position.

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Taking on this newly added role will be Carlo Alberto Beretta, who has been CEO of the Kering-owned fashion label Bottega Veneta since 2015. Kering announced Mr. Beretta's departure on Sept. 29, naming former Hugo Boss CEO Claus-Dietrich Lahrs as his successor ([see story](#)).

Consumer demand

Mr. Beretta will begin as Kering's chief client & marketing officer on Oct. 4. He will retain his position on the group's executive committee and will report to Francois-Henri Pinault, Kering's chairman and CEO.

Realizing the growing competitive field in luxury, Kering is looking to client service to differentiate itself. This will include focusing on the client experience across all channels and building relationships with consumers that foster loyalty.

Mr. Beretta will be tasked with overseeing the brand equity of each of the houses in Kering's stable, establishing a client culture around each label and ramping up Kering's omnichannel efforts.

Before starting at Bottega Veneta, Mr. Beretta spent 11 years at Ermenegildo Zegna.



*Gucci's Montenapoleone store in Milan*

His career began in 1993 at Italian department store la Rinascente, where he held positions including menswear buyer and merchandising manager for menswear. From there, he moved to Valentino, becoming menswear brand manager of the Italian label.

"I wanted to give our maisons exceptional support and expertise in what is their main challenge in the years to come: the ability to meet their customers' needs and fulfill their desires," Mr. Pinault said in a brand statement. "I am therefore happy to appoint Carlo Alberto Beretta, who has demonstrated the qualities required to realize our ambitious customer strategy."

According to speakers from The Future Laboratory at the U.S. Retail and Luxury Futures Forum 2015 on Oct. 21, millennials' coming-of-age and entrance into the luxury market have caused new trends in retail to emerge to meet consumer demands.

The rise of digital and mobile commerce necessitates a new approach to in-store experience, and consumers' tendency to interact with brands across many different devices likewise demands a "total retail," or omnichannel, experience. New technology offers a number of opportunities for brands to take advantage of this shift ([see story](#)).