

APPAREL AND ACCESSORIES

Peter Dundas exits Roberto Cavalli as company plans reorganization

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Roberto Cavalli fall/winter 2016 campaign

By STAFF REPORTS

Italian fashion label Roberto Cavalli is the latest house to part ways with its creative director.

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Designer Peter Dundas's tenure with the brand is ending after only a year and a half in the position, during which he oversaw menswear, women's wear, accessories collections and licensing. The news broke on the same day that Roberto Cavalli outlined plans for reorganization as it aims for profitability.

Restructuring plan

Mr. Dundas had worked for Roberto Cavalli before from 2002-2005, working for the brand's eponymous designer and his wife Eva. His hire in March 2015 was considered a homecoming of sorts ([see story](#)).

On Oct. 12, Roberto Cavalli announced that the designer would be parting ways after three seasons at the helm. His last runway collection was staged on Sept. 21 during the Milan Fashion Week for spring/summer 2017.



Peter Dundas ahead of Roberto Cavalli spring/summer 2017 show

"I want to thank Roberto Cavalli and the group for this valuable experience and I wish them the best in their future endeavors," Mr. Dundas said in a statement. "I am especially grateful to the ateliers and the teams who participated in this adventure."

In a statement, Cavalli CEO Gian Giacomo Ferraris thanked Mr. Dundas, and said that a new creative director would be announced "in due time." In the interim, the house's fashions will be overseen by the design team.

On the same day, Roberto Cavalli shared that it will be starting a reorganization process in the coming days after meeting with union representatives. The brand's plan includes closing its Milan design and corporate offices and moving these functions to Osmannoro, Florence.

The company's 672 global employees are expected to be reduced by around 200 as positions are eliminated.

Retail operations will also be reorganized, as stores are relocated or closed.



Roberto Cavalli's Milan flagship was recently reinaugurated

All of these moves are strategizing to make Roberto Cavalli's operations profitable again by 2018.

"The fashion industry is facing uniquely challenging times, with changing consumer demands, significant contraction in various key markets and fundamental transformation in the industry's dynamics," said Gian Giacomo Ferraris, CEO of Roberto Cavalli. "In this environment, only iconic brands with a coherent business model and an efficient organization can survive."

"After my initial examination of the company I believe the Cavalli brand has what it takes to succeed," he said. "But the reality is that the company's costs must be in line with its revenues and that is the task we now have to embark upon."

Italian fashion brand Roberto Cavalli appointed former Versace CEO Mr. Ferraris earlier this year.

During Mr. Ferraris' time at Versace, the brand saw an important period of growth. It is likely that Roberto Cavalli is turning to Mr. Ferraris with the same hopes ([see story](#)).

Cavalli has gone through a number of changes in the past few years, as the founder and owner sold a 90 percent stake in his company to private equity group Clessidra. Under the deal, announced April 30, 2015, Mr. Cavalli retained the other 10 percent ([see story](#)).

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