

APPAREL AND ACCESSORIES

Balenciaga looks toward further international expansion under new CEO

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Image from Balenciaga's fall/winter 2016 campaign

By STAFF REPORTS

Kering-owned Balenciaga is seeing changing leadership, as Isabelle Guichot ends her nine-year tenure at the helm of the label to take on other roles within the fashion group.

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Succeeding Ms. Guichot will be Cdric Charbit, who is currently the executive vice president of product and marketing at fellow Kering fashion house Yves Saint Laurent. Mr. Charbit is expected to help the house ramp up its global growth.

New role

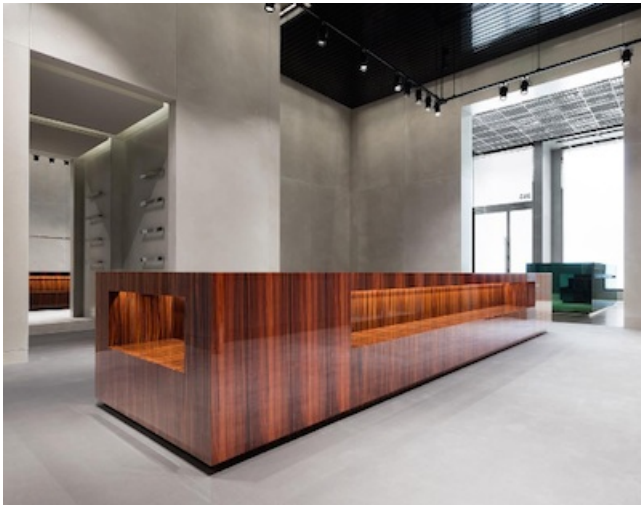
Mr. Charbit has spent 16 years in the luxury industry. In 2001, he started as a buyer at French department store chain Printemps, moving up in the organization to sales associate director.

He joined Emilio Pucci in 2009 as associate purchasing director before being hired by Yves Saint Laurent as product strategy director in 2012. From there, he became Saint Laurent's merchandising director and then was promoted to vice president in May 2016.

Mr. Charbit will report directly to Kering chairman and CEO Francois-Henri Pinault.

In its statement, Kering writes that Ms. Guichot "will be called to take on new responsibilities within the Kering Group, which will be announced later."

As part of its international expansion plans, Balenciaga selected Los Angeles as the location of its second bricks-and-mortar storefront in the United States.



Balenciaga store on Rodeo Drive

Balenciaga's second U.S. flagship opened its doors July 9, and became the tenth monobrand boutique operated by the house. Under the direction of newly appointed creative director Demna Gvasalia, Balenciaga has plans to expand its retail footprint globally to confirm its position as a global luxury brand ([see story](#)).

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