

APPAREL AND ACCESSORIES

Ferragamo picks former Lanvin designer to head menswear

November 17, 2016



Image from Ferragamo's fall/winter 2016 campaign

By STAFF REPORTS

Italian footwear and apparel house Salvatore Ferragamo is rounding out its creative department with the hire of Guillaume Meilland as its men's ready-to-wear design director.

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Mr. Meilland has spent his design career in menswear, having left his position as Lanvin's senior designer of menswear to take the position at Ferragamo. The designer joins recently appointed women's footwear design director Paul Andrew and Fulvio Rigoni, design director of women's ready-to-wear, establishing a trio of young voices to lead the brand's lines.

New direction

Mr. Meilland started his career in 2002 within Louis Vuitton's menswear department. Following that, he collaborated on a number of menswear lines before becoming men's sportswear designer at Yves Saint Laurent in 2007.

In the fall of 2007, Mr. Meilland became senior designer of Lanvin menswear.

"I am thrilled to be able to work for a brand as prestigious as Salvatore Ferragamo and with such an important history," said Mr. Meilland in a brand statement. "This is a momentous challenge and I plan to draw on the brand's history and heritage to create modern men's collections that look to the future."



Ferragamo fall/winter 2016 campaign

The designer will make his debut in January.

Earlier this year, Ferragamo creative director Massimiliano Giornetti decided to leave after 16 years at the house ([see story](#)). In his place, Ferragamo has split his tasks among three designers.

Mr. Andrew, who came to Ferragamo in September as its first director of footwear, will present his first collection for pre-fall 2017 ([see story](#)). Mr. Rigoni, who was announced as Ferragamo's new design director of its women's line that same month at the house's spring/summer 2017 fashion show.

Mr. Rigoni most recently worked at Christian Dior, with his resume also including Prada, Gucci and Jil Sander.

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