

APPAREL AND ACCESSORIES

Dolce & Gabbana points finger at Philipp Plein for stealing employees

December 12, 2016



Image courtesy of Dolce & Gabbana

By STAFF REPORTS

Italian fashion label Dolce & Gabbana is claiming that designer Philipp Plein has been poaching its employees.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

On Dec. 11, Mr. Plein shared a letter he received from Dolce & Gabbana's legal team on his Instagram account, making the brand's accusations public. While Mr. Plein has issued a statement denouncing the claims, Dolce & Gabbana has not made a similar comment on the letter in question.

Front line face-off

According to [Women's Wear Daily](#), Dolce & Gabbana's document dated Nov. 30 claims that two of its former employees who now work for Mr. Plein have been in contact with current Dolce & Gabbana workers to try to convince them to leave for a new job with them.

These efforts were mostly targeted at sales associates working in Dolce & Gabbana's Milan flagship. According to Dolce & Gabbana, a number of these employees have long tenures working for the brand, and have established relationships with key clientele whose business is important to the company's sales.

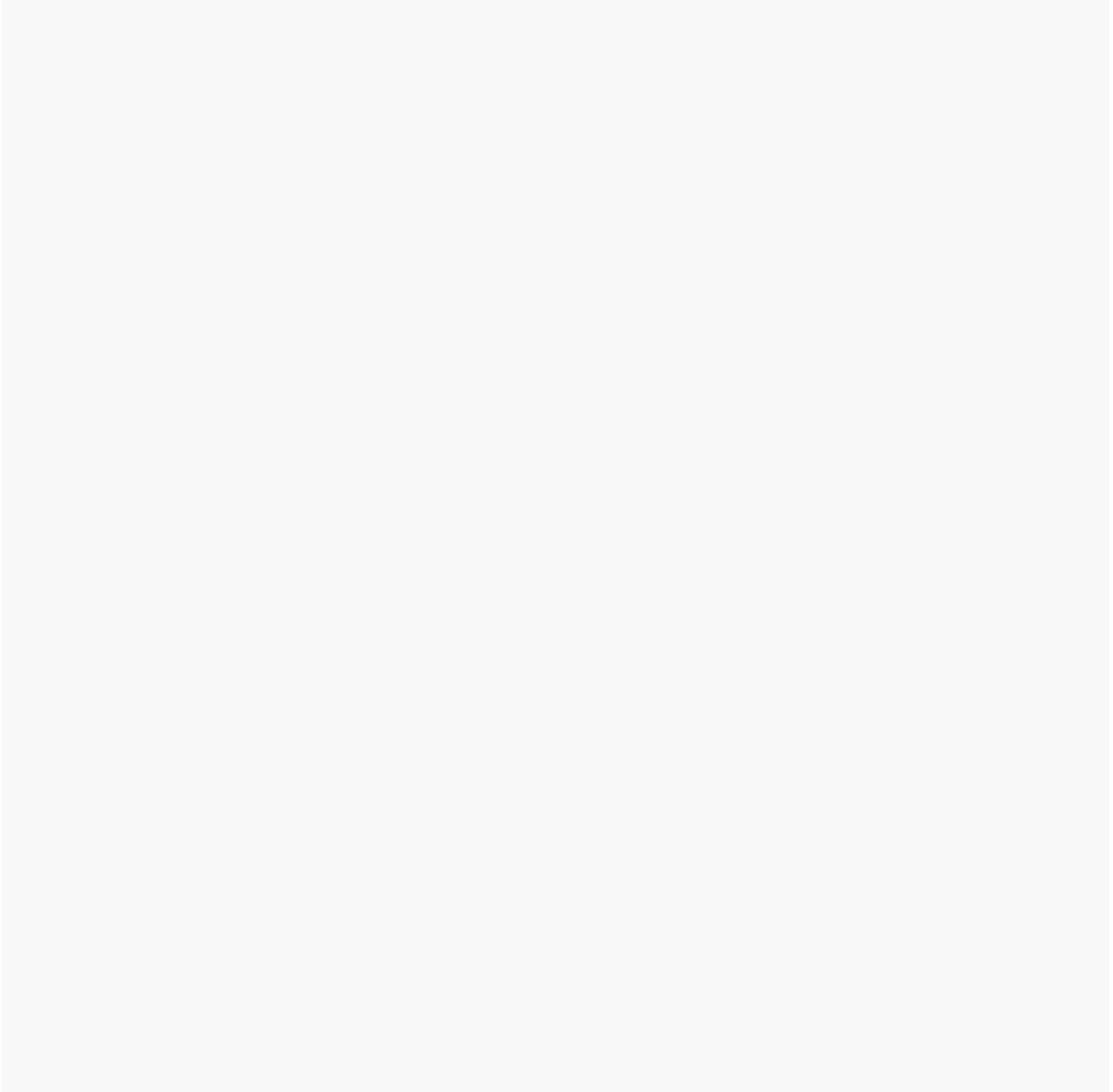


Dolce & Gabbana's flagship on Via Della Spiga in Milan

In his note, Mr. Plein notes the "love and respect" he has for Dolce & Gabbana, saying that the brand inspired him to

pursue a fashion career. In his defense, he also points out that it is a "free country" where people can choose where to work, and that those who like their jobs do not think of leaving.

"I respect everybody and I never received any support from this industry until today!!! I want to take this moment to apologize to absolutely "NOBODY"!!!!" he wrote.



Just received a love letter from Dolce and Gabbana's lawyer accusing me and my people that we would steal their employees..... 1. This is a free country and everybody can choose by themselves who they want to work for !! 2. If people are happy at their job they don't think about leaving !!! 3. I really love and respect the brand dolce and gabbana , it was an inspiration for me and many others to start my business and to work in fashion !!!!
@stefanogabbana @dolceandgabbana It's is sad to say but everybody loves you until you become competition !!!!
Since more than 15 years I work 24/7 on realizing my dream and building my company I respect everybody and I never received any support from this industry until today !!! I want to take this moment to apologize to absolutely "NOBODY" !!!!

Having a high turnover in a luxury boutique can impact a retailer's bottom line.

Instead of focusing on client retention, retailers should be focused on reducing their sales associate turnover, according to the CEO of the Luxury Institute.

In a presentation at Luxury Interactive 2016 on Oct. 18, Milton Pedraza explained that brands need to address the root cause of customer attrition, which lies with their employees. Looking to the examples set by Costco and Apple, hiring carefully and valuing frontline staff can help ensure that consumers have a consistent experience when shopping with the brand ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.