

RETAIL

Harvey Nichols hires head of menswear from Harrods

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Harvey Nichols' Knightsbridge flagship

By STAFF REPORTS

British department store Harvey Nichols has appointed David Aquilina its new head of menswear.

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Since last May, Mr. Aquilina had been a menswear buying consultant at Harrods, according to [Drapers](#). The executive will be taking over for Darren Skey, who exited the role after eight years.

New direction

In his new position, Mr. Aquilina will be in charge of menswear for Harvey Nichols' network of eight stores, reporting to group fashion director Anita Barr.

Aside from his work at Harrods, Mr. Aquilina spent more than four years at footwear Group Kurt Geiger as its head of menswear. Before that, he worked for Lane Crawford as an international buyer.

Harvey Nichols' recently made over its menswear department. The new multilevel space is 28,000-square-feet. Designed by architects Virgil + Partners, the boutique is decked out in marble, oak and metal, providing a bespoke environment to house casual wear, tailoring, denim, footwear and accessories ([see story](#)).



Harvey Nichols' menswear department at its Knightsbridge flagship

With a market size of \$570 billion and annual revenues of \$333.4 billion, the menswear category is expected to grow at a constant rate of 2-3 percent a year, according to a recent report by Fashionbi.

As size and revenues for the market has increased, so has consumer spending, with menswear seeing an 18 percent jump in purchases over the last five years. While far from a new market segment, menswear has seen a type of resurgence as men of all demographics have begun to embrace style and trends ([see story](#)).

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