

APPAREL AND ACCESSORIES

LVMH taps Berluti exec as Cline CEO

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Cline, fall/winter 2016 by Juergen Teller

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton has appointed Sverine Merle as Cline's new CEO.

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Ms. Merle, who is currently the executive vice president at fellow LVMH house Berluti, will start at Cline on April 1. She fills the role left vacant by Marco Gobetti, who moved to Burberry earlier this year to become its chief executive ([see story](#)).

New talent

As LVMH restructured some of its roles, Cline is finding itself with changing executive leadership.

Pascale Lepoivre, formerly executive vice president of Cline, left to become CEO of Loewe in September ([see story](#)).

Besides Berluti, Ms. Merle's resume includes a number of other LVMH houses. According to [WWD](#), she began at the group within Kenzo and also worked at department store Le Bon Marché.



Sverine Merle

More recently, Ms. Merle was Louis Vuitton's women's wear merchandising manager and general manager for France.

When she begins at Cline, Ms. Merle will report to Pierre-Yves Roussel, chairman/CEO of LVMH's fashion group.

In an interview with WWD, Mr. Roussel hinted at the plans for Cline, saying that the label would be launching ecommerce by the end of the year. The brand has traditionally eschewed most digital channels, opting out of social media and maintaining a minimalist Web site.

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