

APPAREL AND ACCESSORIES

Brioni CEO exits during time of transition

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Justin O'Shea's Paris One collection for Brioni

By STAFF REPORT'S

Kering-owned menswear label Brioni is adding another vacant position with the departure of its CEO Gianluca Flore.

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According to [WWD](#), the executive left after a little over two years. Brioni is facing a period of transition, after former creative director Justin O'Shea exited his role after less than a year ([see story](#)).

Making changes

Mr. Flore was hired by Brioni in November 2014, joining the company from fellow Kering label Bottega Veneta. During his more than six years at Bottega Veneta, the executive held positions including the president of the Americas, worldwide retail and wholesale director and CEO of Asia Pacific.

Kering has not announced a replacement for Mr. Flore, but the group said that it would announce a successor "in due course," per a statement given to WWD.

Last year, Brioni made the unconventional choice to hire Mr. O'Shea, who was previously the fashion director at retailer MyTheresa. During his short tenure, the creative director with no design experience shook up the house, attempting to modernize the menswear brand with a rock n' roll approach.



Brioni's Metallica ads

This included a campaign featuring Metallica and a new gothic logo. While still showcasing Brioni's tailoring, his designs pushed the label in an edgier direction with pieces such as fur coats and velvety suits.

As it faces a transitional period, Brioni is getting back to its tailoring roots with a traveling experience.

While Mr. O'Shea's approach may not have sat well with brand purists, showing off the skill of the label's chief master tailor is likely to regain trust from longtime consumers who prefer traditional, classic men's suiting ([see story](#)).