

APPAREL AND ACCESSORIES

Brioni eyes further international expansion with new CEO

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Brioni bespoke illustration

By STAFF REPORTS

Kering-owned menswear label Brioni has named Fabrizio Malverdi its CEO.

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Mr. Malverdi has previously worked at brands including Dior Homme and Givenchy, and joins Brioni from Agent Provocateur, where he was the lingerie label's CEO from 2016. The executive succeeds Gianluca Flore, who left the company in February.

Moving forward

Brioni is currently in a period of transition. Former creative director Justin O'Shea left after less than a year, and Mr. Flore ended his tenure after little over two years ([see story](#)).

During his short tenure, Mr. O'Shea shook up the house, attempting to modernize the menswear brand with a rock n' roll approach ([see story](#)). Part of this included a Metallica-fronted marketing campaign.

After this shift in strategy, Brioni appears to be getting back to its roots, with a classic advertising effort featuring Samuel L. Jackson released earlier this week ([see story](#)).



Brioni ad featuring Samuel L. Jackson

While the creative director position remains vacant as of press time, Brioni now has new executive leadership. The executive started in advertising, and then joined Staff International as director in 1996, overseeing the licenses for Vivienne Westwood and Martin Margiela.

In 2000, he was hired by the Mariella Burani group, becoming managing director of Calvin Klein Collection, and subsequently was appointed CEO of Mila Schon Group and managing director of Antichi Pellettieri.

Next, Mr. Malverdi was named CEO of John Galliano within the LVMH group in 2006. His positions as CEO of Givenchy and managing director of Dior Homme followed.

Mr. Malverdi is expected to "accelerate" the house's global expansion. Within the past few months, the house has opened new flagships in Paris and New York featuring a new retail concept by David Chipperfield Architects.

Brioni, which just celebrated its 70th anniversary, reaches approximately 100 countries through its ecommerce site.

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