

APPAREL AND ACCESSORIES

Burberry creates new positions ahead of Christopher Bailey's transition to president

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Trenches from Burberry's February 2017 collection

By STAFF REPORTS

British fashion house Burberry has created a new position specifically for the design of accessories and footwear.

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The new position, design director of leather goods and shoes, will be filled by Sabrina Bonesi, considered an accessories specialist. Prior to Ms. Bonesi joining Burberry, Christopher Bailey, CEO and chief creative officer, was the sole talent behind the brand's many categories.

Roll call

Ms. Bonesi joins Burberry from Christian Dior, where she was the head designer for women's leather goods. During the course of her career Ms. Bonesi has also worked at Prada and assisted Bottega Veneta, Marni, Ferragamo and Tod's on collections.

Starting today Ms. Bonesi will be responsible for the design of Burberry handbags, footwear and accessories for both men and women. Burberry's accessories lines contributes 40 percent to its revenue.



Burberry February 2017 collection

The British fashion house also created a new role when it hired Claudia Plant from Net-A-Porter. Ms. Plant was appointed as senior vice president, brand experience last month and reports directly to Mr. Bailey.

Ms. Plant's role will be one that will "bring fashion and products to life for customers, and help to establish a strong editorial voice that will support brand and product initiatives." Her work will cover online and offline channels.

The new hires come ahead of Mr. Bailey stepping down as CEO to become the brand's president. Mr. Bailey will remain Burberry's chief creative officer as well, and will oversee the new hires and current teams.

Burberry's new CEO Marco Gobbetti will begin in July ([see story](#)).

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