

APPAREL AND ACCESSORIES

## Is Massimo Giorgetti leaving Emilio Pucci?

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*Emilio Pucci eyewear*

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By STAFF REPORTS

Italian fashion house Emilio Pucci is rumored to be facing a break up with its creative director.

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According to a report from WWD, Massimo Giorgetti may planning to part ways with the Florentine label when his three-year contract is up in 2018 or sooner. Pucci is reportedly interviewing candidates for his replacement in preparation for split.

### The break up

Mr. Giorgetti joined Pucci in 2015, taking over for Peter Dundas, who left for Roberto Cavalli. The designer has been splitting his time between his own Milan-based label MGSM and his duties at Pucci ([see story](#)).

Sources attributed this reported amicable split to his designs' struggle for commercial viability, particularly at wholesale.

In his interpretation of the house's codes, Mr. Giorgetti broke away from the Pucci prints typically associated with the label, instead taking inspiration from farther back in the brand's archives.



*Emilio Pucci spring/summer 2017 ad campaign*

Lately, creative director tenures have been shortening.

Alexander Wang's contract with Balenciaga only lasted on term, as brand and designer chose not to renew in 2015 ([see story](#)). After difficulties in seeing eye-to-eye over a contract, Dior's previous creative director Raf Simons also parted ways with the LVMH-owned house ([see story](#)).

Most recently, French fashion house Chlo's prior creative director Clare Waight Keller left the label.

According to Business of Fashion, Ms. Waight Keller's departure from the Richemont-owned brand after six years was a mutual agreement between the designer and the company ([see story](#)). While many of these top design jobs remain vacant for long stretches of time as a search ensues for a replacement, Chlo announced a successor, hiring former Louis Vuitton designer Natacha Ramsay-Levi ([see story](#)).

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