APPAREL AND ACCESSORIES

Emilio Pucci confirms Massimo Giorgetti's departure

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Image source Emilio Pucci

By STAFF REPORTS

Italian fashion label Emilio Pucci is parting ways with creative director Massimo Giorgetti before the end of his contract.

The mutual agreement between company and designer will see Mr. Giorgetting exit his position in April. Pucci has not yet named a successor.

Splitting 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).

A report from WWD earlier this week quoted sources that said the designer would be leaving his position when his contract was up in 2018 or sooner. Making the amicable split official, Pucci has revealed that it is coming sooner rather than later.

"We have decided in total agreement to end the partnership," said Mauro Grimaldi, CEO of Emilio Pucci. "I would like to thank, personally and on behalf of the company, Massimo Giorgetti for the great professionalism shown during these two years of collaboration."

Massimo Giorgetti

One of the reported reasons for Mr. Giorgetti's departure is the lack of commercial success of his designs for Pucci. This was partly attributed to his take on the Pucci archives, which did not feature as many of the recognizable prints.

"This experience with Emilio Pucci, one of the most representative and historic brands in fashion, was an inspiring journey, which has also contributed to my professional growth," said Mr. Giorgetti in a statement. "Today my brand needs more and more of my attention and all my energy.

"I would like to thank Laudomia Pucci, the LVMH Group, Mauro Grimaldi and all the Emilio Pucci's team for supporting me in this beautiful adventure."