

APPAREL AND ACCESSORIES

## Roberto Cavalli fills creative director post

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*Roberto Cavalli spring/summer 2017 campaign*

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By STAFF REPORTS

Italian fashion house Roberto Cavalli has named British designer Paul Surridge its new creative director.

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Mr. Surridge's resume includes time at Burberry and Zegna, and he most recently acted as a consultant for Acne Studios. The designer succeeds Peter Dundas, who left the label amid restructuring last fall.

### Creative change

Mr. Surridge earned his degree from London's Central Saint Martins and has worked for a long list of labels.

He started his career at Calvin Klein and went on to work at Burberry under Christopher Bailey. He also reported to Raf Simons at Jil Sander as the brand's head of menswear.

From 2011-2014, Mr. Surridge was the creative director of Ermenegildo Zegna's sporty Z Zegna line, later working with Acne Studios.

Like some of luxury's other recent creative director hires, such as Gucci's Alessandro Michele and Natacha Ramsay-Levi at Chlo, Mr. Surridge had remained largely behind-the-scenes during his career leading up to his appointment.



*Paul Surrige*

While Mr. Surrige may not be widely known, he was a known entity to Cavalli's CEO Gian Giacomo Ferraris.

"I have worked with Paul, and I had the opportunity to appreciate his creative talent as well as his managerial abilities," said Mr. Ferraris. "Paul has a 360-degree vision on brands and branding.

He is passionate, mature and an amazing team player," he said. "We all believe that he is the ideal candidate to complete our management team and contribute to implement the ambitious development plans for Roberto Cavalli, which we have agreed with our stakeholders."

Mr. Surrige's appointment is effective immediately. He will show his first collection for the house, women's wear spring/summer 2018, in Milan this September.

Mr. Surrige's predecessor Mr. Dundas's tenure with the brand ended after only a year and a half in the position, during which he oversaw menswear, women's wear, accessories collections and licensing. The news broke on the same day that Roberto Cavalli outlined plans for reorganization as it aims for profitability ([see story](#)).

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