

APPAREL AND ACCESSORIES

Ralph Lauren names Patrice Louvet as new CEO

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Ralph Lauren's February 2017 collection during NYFW

By STAFF REPORTS

U.S. lifestyle brand Ralph Lauren has announced Patrice Louvet as its new president and CEO.

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Mr. Louvet will begin his new role this July following his most recent position as group president of global beauty at Procter & Gamble. In his new role he will report directly to Ralph Lauren, who serves as executive chairman of the board for the entire company.

Right the course

Mr. Lauren founded the company in the 1960s and served as its CEO until September of 2015, when he stepped down. He was succeeded by Stefan Larsson, who served from November 2015 until this month ([see story](#)).

Now, with Mr. Larsson stepping down as well, room has been made for Mr. Louvet to take over the company.

Mr. Louvet has more than 25 years of experience at Procter and Gamble, as well as other brands such as Bacardi and Gillette, and brings a kind of experience that the brand needs as it struggles to compete with other fashion houses and lifestyle brands.



Patrice Louvet

Mr. Larsson was known to have a somewhat contentious relationship with Mr. Lauren, and the judging by the praise Mr. Lauren has heaped on Mr. Louvet, the two seem to be getting off to a better start.

In addition to his role as CEO, Mr. Louvet will also join the corporation's board of directors.

Outside of Mr. Louvet, the corporation has also made a few key hires in other areas as part of its plan to right the course and get back some of its lost sales.

Ralph Lauren strengthened its top-level leadership with the appointment of Jonathan Bottomley as chief marketing officer and Tom Mendenhall as head of all men's brands ([see story](#)).

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