

APPAREL AND ACCESSORIES

LVMH hires digital communications SVP from Nike

June 5, 2017



Louis Vuitton's new collection, accenting heritage Monogram canvas with colorful leather details. Credits: Louis Vuitton

By STAFF REPORTS

French conglomerate Mot Hennessy Louis Vuitton has added a new hire as the company furthers its digital efforts.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Per a report in [Women's Wear Daily](#), Kelly McCarthy has been appointed the group's senior vice president, brands digital communications. Ms. McCarthy, who comes to LVMH from athletic apparel label Nike, will work out of the company's New York office.

Innovation initiatives

Since 2014, Ms. McCarthy had been Nike's senior director, global digital strategy and brand partnerships. According to a statement from LVMH's chief digital officer Ian Rogers on LinkedIn, this included collaborating with Louis Vuitton menswear creative director Kim Jones and Riccardo Tisci, who used to head fellow group-owned label Givenchy.



Riccardo Tisci designs for Nike

Prior to working at Nike, Ms. McCarthy was managing director of VaynerMedia, a digital marketing agency.

Mr. Rogers points out that media is changing, calling for "innovators."

This global appointment comes as LVMH is prepping to launch its multi-brand online flagship.

The new venture is inspired by LVMH-owned department store Le Bon Marché, taking its name 24 Sèvres from the retailer's Rue de Sèvres address as well as its loyalty program. Along with creating a centralized place to shop LVMH labels such as Dior and Fendi, the digital store will also stock competitors' merchandise, more closely echoing the model of LVMH's bricks-and-mortar retailing arm ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.