

APPAREL AND ACCESSORIES

## Brioni names new creative director to reinforce, invigorate brand tradition

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American actor Milo Ventimiglia for Brioni's Fomalwear Collection. Image credit: Brioni

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By STAFF REPORTS

After months without a creative director, Kering-owned menswear brand Brioni has appointed Nina-Maria Nitsche to the vacant position.

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The position was previously held by Justin O'Shea, the former fashion director of Neiman Marcus-owned retailer MyTheresa, who brought no prior design experience to the Italian menswear brand. Mr. O'Shea left Brioni only six months into his employment, but in that time frame he shook up the 70-year-old brand's image, giving it an edgier sensibility that did not sit well with brand purists ([see story](#)).

### Brioni's evolution

Ms. Nitsche has spent her career at Maison Martin Margiela, joining the house in 1989.

The designer has spent most of her career at Maison Martin Margiela. She joined the brand in 1989 and worked closely with namesake Belgian designer Martin Margiela until he resigned in 2009.

After Mr. Margiela's resignation, Ms. Nitsche took over creative direction of Maison Martin Margiela's anonymous design team. In 2014, John Galliano, formerly of both Givenchy and Dior, was appointed creative director.

Ms. Nitsche then took a position at Vetements, but left when the fashion brand relocated from Paris to Zurich.

"I am honored to collaborate with the house of Brioni," Ms. Nitsche said in a statement. "Thanks to its long sartorial history, Brioni has the potential to redefine its position as a unique luxury brand.

"The house's philosophy is based on a pioneering approach to menswear," she said. "My aim is to reinforce and invigorate this longstanding tradition."



*American actor Samuel L. Jackson for Brioni. Image credit*

As creative director Ms. Nitsche brings to Brioni an element that Mr. O'Shea lacked: long-time design experience. It is Brioni's hope that Ms. Nitsche will reinforce the clarity of Brioni's identity, emphasize its sartorial values and reinstate its heritage.

Shortly after the departure of Mr. O'Shea, Brioni CEO Gianluca Flore also left the brand, leaving the brand without creative and business oversight for a period of time. Mr. Flore's replacement, Fabrizio Malverdi, joined Brioni as CEO in March 2017 ([see story](#)).

Of Ms. Nitsche's appointment, Mr. Malverdi said, "I am very pleased to welcome Nina-Maria Nitsche to the house of Brioni. Ever since I met her in 1996, I have been impressed by her creative approach, starting from a clearly defined concept and then transforming that into products that accurately resonate with the customer.

"Her point of view will allow the brand's core values to prosper and yet inject a contemporary dialogue that will enable Brioni to evolve into the future," he said.

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