

APPAREL AND ACCESSORIES

Bouchra Jarrar reportedly leaving Lanvin

July 6, 2017



Lanvin spring/summer 2017 ad campaign. Image credit: Lanvin

By STAFF REPORTS

French fashion label Lanvin's women's wear creative director Bouchra Jarrar is said to be leaving her position after just 16 months at the brand.

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Ms. Jarrar filled the role left vacant after longtime creative director Alber Elbaz was pushed out in 2015. According to a report from [Business of Fashion](#), the designer has struggled to turn around the house's revenues, leading to her departure.

Sales struggles

Mr. Elbaz spent 14 years at Lanvin in the head design role before exiting in October of 2015. During his time at the label, he turned the brand around, with revenues of about \$321 million ([see story](#)).

However, the house's growth had slowed more recently.

When Mr. Elbaz announced that he would be leaving Lanvin after being fired due to directional differences with controlling shareholder Shaw-Lan Wang, employees responded with everything from shock and tears to hostility toward management ([see story](#)).

The position remained vacant until March 2016, when Ms. Jarrar was hired as the artistic director of women's collections. A couturier, she ran her own eponymous label prior to joining Lanvin, but closed it to focus on her new job.



Bouchra Jarrar with Michle Huiban. Image credit: Lanvin

At the time of her hire, Lanvin CEO Michle Huiban said, "Bouchra Jarrar is a talented and visionary designer. She is the obvious choice for Lanvin. Her timeless style is in keeping with the style and values of our company, founded by Jeanne Lanvin more than a century ago.

"Her talent, her high standards and her mastery of cuts and fabrics will bring a breath of freshness and modernity into the house, while respecting its soul as the oldest Paris fashion house, a symbol of French elegance," she said.

With a different aesthetic than her predecessor, Mr. Jarrar's designs did not find fast retail success, as consumers needed to adapt to the new look of the label. Compared to the 6.3 million euro profits for 2015, the company saw a net loss of 18.3 million euro, or about \$20.9 million at current exchange, for 2016 as sales fell 23 percent.

According to Reuters, the net loss was set to widen in 2017. The same [report](#) notes that the company was planning cost cutting measures in marketing, at the store level and in personnel.

Far from alone, brands including Burberry and Ralph Lauren have also strategized measures to keep costs down, responding to a challenging luxury market ([see story](#)).

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