

GOVERNMENT

Gucci's Marco Bizzarri awarded French Legion of Honor

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Gucci's Marco Bizzarri. Image credit: Gucci

By STAFF REPORTS

France's president is recognizing Marco Bizzari, CEO of Kering-owned Gucci, by giving him an order of merit.

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Mr. Bizzarri has been named Chevalier, or knight, of the National Order of the Legion d'Honneur. While an Italian national working at an Italian label, the executive is being awarded for his work connecting French and Italian relations.

Honorary title

Mr. Bizzarri is credited with turning Gucci around since he arrived at the label in 2015 ([see story](#)). Prior to his work with Gucci, Mr. Bizzarri had spent about a decade within French conglomerate Kering.

In just a few years, Gucci has become a powerhouse driving Kering's luxury growth.

Italian fashion house Gucci saw record growth for the first quarter of 2017 due to the growing enthusiasm for its revived aesthetic under the creative direction of Alessandro Michele. Interest in Gucci resulted in revenue increases of 54 percent, within all regions and product categories, including ready-to-wear and leather goods ([see story](#)).



Gucci eyewear. Image credit: Gucci

Fashion industry veterans are frequently the recipients of merits, receiving titles for their work as civilians.

Axel Dumas, Hermès CEO and descendent of the house's founder, and former Lanvin creative director Alber Elbaz were awarded merits in the Legion of Honors last year ([see story](#)).

In the United Kingdom, Vogue editor Anna Wintour and designers Stella McCartney and Victoria Beckham are among the fashion personalities who have received merits from the British royal family.

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