

APPAREL AND ACCESSORIES

## Lanvin said hiring Olivier Lapidus as artistic director

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

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By STAFF REPORTS

French fashion label Lanvin has reportedly found its replacement for former artistic director of women's collections Bouchra Jarrar.

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According to [WWD](#), Olivier Lapidus has been hired to helm the brand's women's wear. The entrepreneur, who recently launched a see-now, buy-now couture line, is joining the house during challenging times.

### Reported replacement

Last Thursday, Ms. Jarrar left Lanvin after only 16 months at the house. The designer, who had taken over the role following longtime creative director Alber Elbaz's ouster in 2015, struggled to turn the brand's finances around.

With a different aesthetic than her predecessor, who had been leading the brand for 14 years, 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 ([see story](#)).

Lanvin appears to have wasted no time in bringing in new talent to fill the role. Mr. Lapidus' hire is said to be effective immediately, with his first collection for the house slated for the spring 2018 season in September.

Mr. Lapidus' resume includes creative director of Balmain Homme. He was also formerly the design director of his father's eponymous Ted Lapidus label.

Following his work for the family business, the designer had started his own venture. During Paris Couture Week, he debuted an ecommerce-enabled line, bringing the couture experience into the digital age. Consumers can begin their made to measure experience while watching the runway show livestream, booking a time to be measured and then following the journey of their garment's creation online.



*Dining area at hotel Flicien featuring Olivier Lapidus' sketches. Image credit: hotel Flicien*

He has also taken on interior design, creating the decor and furniture for the four-star boutique property hotel Flicien in Paris. As [Business of Fashion](#) notes, this background beyond fashion may prove helpful as Lanvin seeks to become a lifestyle brand.

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