

HOME FURNISHINGS

Richard Ginori adds managers to bolster repositioning, retail plans

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Richard Ginori is looking to grow its international presence. Image credit: Richard Ginori

By STAFF REPORTS

Gucci-owned porcelain label Richard Ginori is aiding its efforts to expand in its native Italy and globally with two new hires.

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Lorenzo Nuti will take on the role of worldwide sales director, while Annalisa Tani has been named brand and product director. These new appointments are expected to help advance the brand's positioning and expansion efforts.

Renewal strategy

Richard Ginori became part of Kering in 2013, when the group's subsidiary Gucci acquired a majority stake in the struggling porcelain maker. Facing substantial debt, the more than 280-year-old company was put up for sale to avoid bankruptcy.

Now, the brand is repositioning itself as a high-end label. Richard Ginori plans to better compete in a challenging market by balancing modernization for the modern customer with staying true to the brand's heritage and craftsmanship.

Mr. Nuti comes to Richard Ginori with 20 years of experience working for brands such as Vacheron Constantin and Baccarat. In addition to a resume that includes international sales and marketing roles, the executive speaks six languages.



Lorenzo Nuti. Image courtesy of Richard Ginori

As worldwide sales director, Mr. Nuti will work to both enhance Richard Ginori's results in established markets such as Japan and the United States while also increasing its presence in markets with less penetration such as the Gulf region, China and parts of Europe.

In 2016, the brand has opened its first store in Russia, and the year before, it opened a new store in Milan. The Milan boutique concept presents merchandise in a house-like environment.

Ms. Tani's two decades of experience includes positions in the marketing, product and licensing departments for brands such as Frette, Giorgio Armani and Versace.



Annalisa Tani. Image courtesy of Richard Ginori

As brand and product director, Ms. Tani will report to Giovanni Giunchedi, Richard Ginori's president and CEO. The executive will oversee the brand's marketing, communications and product development.

Richard Ginori's global ambitions may be helped through a collaboration with its owner.

Gucci's creative director Alessandro Michele has been creative director of Richard Ginori since September 2014. As part of the designer's decor collection for Gucci, he tapped Richard Ginori for a line of porcelain objects such as crockery and holders for candles and incense, both of which feature four new scents developed by Mr. Michele for the home line ([see story](#)).

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