

APPAREL AND ACCESSORIES

Marc Jacobs denies rumors of exit from company

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Marc Jacobs fall/winter 2017 ad campaign. Image credit: Marc Jacobs

By STAFF REPORTS

Fashion designer Marc Jacobs is reportedly staying on at his eponymous LVMH-owned label, quelling rumors of a departure.

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A [Business of Fashion](#) report from July 27 said that Mr. Jacobs was unhappy his brand's direction under CEO Sebastian Suhl, and might be stepping down or handing over design duties. According to [Women's Wear Daily](#), the designer has said he has no intention of leaving, with his spring/summer 2018 show next month proceeding as normal.

Staying on

LVMH placed Mr. Suhl at the helm of the Marc Jacobs house in 2014. The executive, who was previously at fellow LVMH label Givenchy, oversaw a number of changes at Marc Jacobs.

Included among these was the combination of Marc Jacobs' main line and diffusion collection into one unified Marc Jacobs label. The brand also put more of a focus on handbags, switching to a democratized pricing model inspired by Michael Kors ([see story](#)).

Contradicting speculation that he may be moving on from his label due to unhappiness at the reorganization of the brand, Mr. Jacobs said that the rumors are false. He added that he and his team are hard at work on his next collection, which will show Sept. 13 during New York Fashion Week.



Marc Jacobs. Image credit: LVMH

According to WWD, Mr. Suhl will be leaving Marc Jacobs, with current Kenzo CEO Eric Marechalle taking over as his replacement in the third quarter.

Established in 1984 by Mr. Jacobs and Robert Duffy, Marc Jacobs International has 280 stores in 60 countries.

Following its expansion in earlier decades, fueled by additions of new categories such as fragrance and beauty, the brand is struggling, creating unease for LVMH chairman Bernard Arnault. Speaking on a conference call as LVMH revealed its first quarter earnings this year, he is quoted as saying he was "more concerned about Marc Jacobs than the U.S. president."

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