

APPAREL AND ACCESSORIES

## Is Phoebe Philo leaving Cline?

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*Cline, fall/winter 2016 by Juergen Teller. Image credit: Cline*

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By STAFF REPORTS

LVMH-owned fashion label Cline's creative director Phoebe Philo is reportedly exiting her role at the company.

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Ms. Philo was rumored to be leaving Cline early last year, but both the brand and designer quickly shut down speculations ([see story](#)). According to [Business of Fashion](#), LVMH is now in the process of finding Ms. Philo's replacement, prepping for her departure.

### Exit plan

Ms. Philo is credited with upping the cool factor of Cline since her hire in 2008, taking the previously overlooked house and turning it into a coveted and buzzed-about label. Her influence extends further, with her clean aesthetic and it-bag shapes, including the trapezoidal luggage tote, influencing mass market brand design and copycats ([see story](#)).



*Cline handbags. Image credit: The RealReal*

Prior to Cline, the creative director worked at Chlo.

Per Business of Fashion, LVMH has denied any "imminent departure" by Ms. Philo, but the luxury group did not comment on any interviewing. Quoting an anonymous source, the report says that Ms. Philo's exit is expected by the end of the year.

Earlier this year, LVMH appointed Sverine Merle as Cline's new CEO.

Ms. Merle, who was previously the executive vice president at fellow LVMH house Berluti, started at Cline on April 1. She filled the role left vacant by Marco Gobetti, who moved to Burberry earlier this year to become its chief executive ([see story](#)).