

APPAREL AND ACCESSORIES

Dior CEO appointed chairman, chief executive of LVMH fashion group

November 8, 2017



Changing of the guard at the LVMH executive committee. Image credit: Dior

By STAFF REPORTS

French luxury group LVMH is reconfiguring its executive committee, appointing Sidney Toledano as chairman and CEO of the fashion group after 20 years at Christian Dior Couture.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For the last two decades, Mr. Toledano worked as Christian Dior Couture's CEO. In Mr. Toledano's new role as LVMH fashion group's chairman and CEO, the chief executives of Cline, Givenchy, Loewe, Pucci, Kenzo, Marc Jacobs, Rossimoda and Nicholas Kirkwood will report to him directly.

Musical CEO chairs

LVMH's CEO shuffle continues with Pietro Beccari's transition from Fendi to Dior. At Fendi since 2012, Mr. Beccari served as the Italian house's CEO and will now become the chairman and CEO of Christian Dior Couture.

Fendi's incoming CEO has not yet been announced, but will be decided upon shortly.

"Sidney Toledano is the driving force behind the huge success of Christian Dior Couture across the world," said Bernard Arnault, LVMH CEO and chairman, in a statement. "Over the past 25 years, he has done an outstanding job of developing the exceptional House of Christian Dior Couture and of promoting its elegance and modernity through its highly talented team of designers.

"I want to offer my profound gratitude and am delighted that we will continue to work together and benefit from his expertise," he said.



Jennifer Lawrence for Dior fall 2017. Image credit: Dior

Earlier this year, LVMH purchased Dior outright for \$13 billion to become its sole owner ([see story](#)).

"The appointment of Pietro Beccari as head of Christian Dior Couture signals a new era," Mr. Arnault said. "Having been an integral member of our group for 12 years, Pietro has an excellent track record.

"After several years as marketing director of Louis Vuitton, he oversaw strong growth at Fendi by expertly harnessing the creativity of Karl Lagerfeld and Silvia Venturini Fendi and closely aligning it to the Roman influence of the house," he said.

"He will be an excellent leader who will steer Dior towards ever greater success in the future."



Gigi Hadid for Fendi fall/winter 2017. Image credit: Fendi

The luxury group's reassignments come as Pierre-Yves Roussel steps down as the LVMH fashion group's head after

a 10-year tenure in the position. Mr. Roussel will now act as a special advisor to Mr. Arnault.

Mr. Roussel will also assume new operational responsibilities within the LVMH executive committee.

"I am sincerely grateful to Pierre-Yves Roussel for his excellent work," Mr. Arnault said. "Thanks to his leadership, the fashion group's various brands have achieved remarkable success over the last 10 years.

"In particular, he has played an instrumental role in the selection of the best creative talents and in implementing innovative strategies and high-performing teams within the different houses," he said.

LVMH's new executive committee appointments will take effect from the beginning of 2018.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.