

APPAREL AND ACCESSORIES

Michael Kors hires chief brand officer from Valentino

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Michael Kors has a new brand officer. Image credit: Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors has appointed Francesca Leoni its senior vice president, chief brand officer.

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Ms. Leoni joins Michael Kors from Valentino, where she was most recently the worldwide communications director out of the brand's Rome headquarters. When Ms. Leoni begins at Michael Kors on Feb. 5, she will report to the company's chairman and CEO John D. Idol.

"We are excited to have someone with Ms. Leoni's global expertise and business acumen with luxury brands join our organization," said Mr. Idol in a statement. "She has an outstanding track record developing strategic communications and marketing in the fashion industry which makes her an important addition to the Michael Kors management team."

Brand manager

For the past seven years, Ms. Leoni has been the worldwide communications director at Valentino, overseeing all global marketing initiatives, including public relations and events. Before Valentino, Ms. Leoni worked at Bulgari from 2005 to 2010 as the jeweler's worldwide public relations and events director.

From 2002 to 2005, Ms. Leoni worked at Herms as the senior director, public relations and cultural events. Her more than 20-years of experience in the fashion industry also includes public relations roles at Malo.



Michael Kors has tapped a Valentino executive to oversee its brand. Image credit: Michael Kors

"Francesca is an outstanding addition to our team," said Michael Kors in a statement. "She has tremendous experience in the communications and marketing arena with luxury brands, and is the ideal choice to communicate the company's vision, drive collaboration and inspire our global consumers."

U.S. fashion label Michael Kors has raised its full-year outlook after exceeding expectations in the second quarter of fiscal 2018.

For the quarter ended Sept. 30, Michael Kors' total revenue increased 5.4 percent to \$1.15 billion from \$1.09 billion in the second quarter of fiscal 2017. After financial challenges, Michael Kors reports that its Runway 2020 strategic plans of product innovation, brand engagement and customer experience has assisted it in total revenue and retail sales increases ([see story](#)).

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