

APPAREL AND ACCESSORIES

## Jonathan Saunders steps down as DVF chief creative

December 15, 2017



*DVF fall/winter 2017 was designed by Jonathan Saunders. Image credit: DVF*

---

By STAFF REPORTS

U.S. fashion label Diane von Furstenberg's current chief creative officer has announced he will exit the role, effectively immediately.

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

Scotland-born Jonathan Saunders joined DVF in May 2016 as chief creative officer after closing his namesake brand the prior December. During the last 18 months, Mr. Saunders has led DVF's creative transition through the introduction of a retooled logo and redesigned Web site, along with collections that received praise from the fashion community ([see story](#)).

Done with DVF

Mr. Saunders joined DVF in May 2016 as chief creative officer, a position that gave him charge of the overall creative direction of the brand.

While the 69-year-old eponymous designer has not officially made any plans to step away from her label, she has made a number of strategic hires in recent years as she looks to cement her brand's future ([see story](#)).

Earlier this month, Mr. Saunders presented his final DVF collection, the Michelangelo Antonioni's *Zabriskie Point*-inspired pre-fall 2018 line.

"I am grateful for Diane's support and for the opportunity of guiding this iconic brand," Mr. Saunders said in a statement. "I am so proud of everything we have accomplished in the past 18 months.

"I thank the incredible team for their dedication and support, and will continue to be a friend and admirer of the brand," he said.



*DVF fall/winter 2017, designed by Jonathan Saunders. Image credit: DVF*

Ms. von Furstenberg said of Mr. Saunders, "I am so thankful for Jonathan's beautiful work and the effort and dedication he has put into DVF in the last 18 months. He will leave an important and lasting heritage to the brand."

News that Mr. Saunders will no longer work at DVF comes days after Ms. von Furstenberg announced her plan to sell a stake in her namesake brand. The DVF brand has been sans CEO since November 2016, when Paolo Riva left the company.