

APPAREL AND ACCESSORIES

## Phoebe Philo ends 10-year tenure at Cline

December 22, 2017



*Cline's spring/summer 2018 campaign. Image credit: Cline*

By STAFF REPORTS

After rumors of her departure earlier this year, Phoebe Philo will step down as designer of fashion house Cline.

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

Per sources speaking to WWD, Ms. Philo will exit Cline after a decade at the helm of the LVMH-owned brand. Ms. Philo had been rumored to be leaving Cline more than once in the last two years, but both the brand and the designer had quickly shut down speculations.

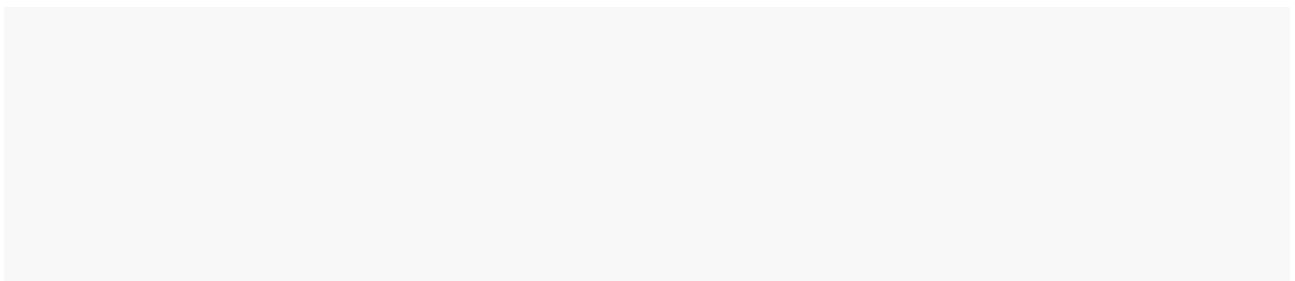
See ya, Cline

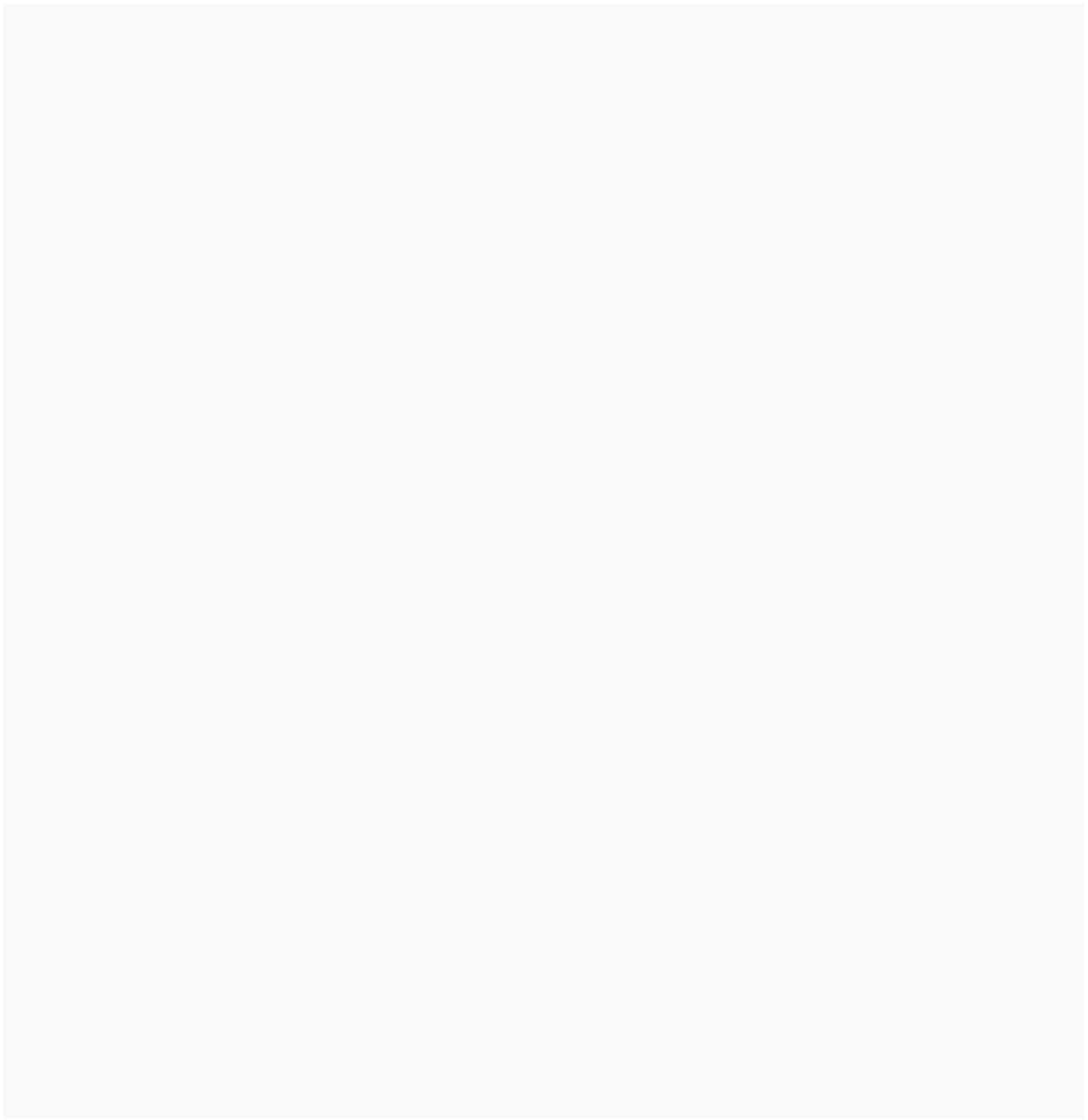
Despite conflicting reports, in October, Business of Fashion reported that LVMH was in the process of finding a replacement for Ms. Philo to prep for her departure ([see story](#)).

According to WWD's source, Ms. Philo will not join another fashion house's creative team in the near future. Also, LVMH has not yet named her successor, but will make an announcement in the coming months.

The fall 2018 collection, presented in March, will be Ms. Philo's final designs for Cline. Until a successor is hired, Cline's design teams will be responsible for its collections.

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.





Cline Winter 17 Campaign photography by #JuergenTeller #celinewinter17 #celine

A post shared by Cline Official (@celine) on Aug 15, 2017 at 1:46am PDT

The departure of Ms. Philo comes at a time when Cline is undergoing a period of transition.

Celine opened online selling to customers in France on Dec. 5. Until recently, Cline's online presence was limited, with no social media and a minimalist Web site, but lately the house has been embracing digital ([see story](#)).

The brand also saw its CEO, Marco Gobbetti, leave Cline for Burberry. Mr. Gobbetti's replacement, Sverine Merle, was most recently the executive vice president at Berluti, and previously worked at fellow LVMH house Kenzo ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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