

APPAREL AND ACCESSORIES

Canali eyes expansion, appoints in-house designer

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Canali's film "The Appointment". Image credit: Canali

By STAFF REPORTS

Italian menswear label Canali has announced plans to expand its collections with a new designer at its helm.

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The 84-year-old family-owned menswear brand has appointed Hyun-Wook Lee as its exclusive in-house designer, WWD reports. In April 2016, it was announced that then-creative director Andrea Pompilio and Canali had mutually decided to not renew their working relationship after only a short tenure of four collections ([see story](#)).

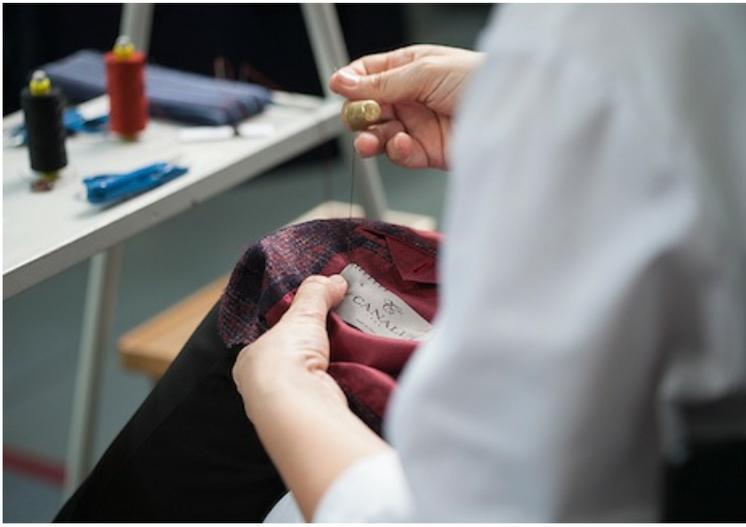
New look

Canali's announcement that Mr. Lee would become its next designer came early on Jan. 12. Mr. Lee brings to Canali nearly 20 years of experience in the fashion industry.

During his career, the Seoul, South Korea native has had positions at Ermenegildo Zegna, Versace and Gianfranco Ferré. Most recently, Mr. Lee worked at Berluti and contributed to the LVMH-owned cobbler's entrance into men's apparel ([see story](#)).

Mr. Lee's debut collection for Canali is scheduled for June during Men's Fashion Week in Milan.

Canali's addition of an exclusive in-house designer suggests that the brand has plans for its future. Per WWD, the Canali family, speaking at a presentation at its Milan showroom, "alluded to the possible expansion of licenses," but would not elaborate.



Canali prides itself on Made in Italy and made-to-measure menswear. Image credit: Canali

Currently, Canali offers branded eyewear through a five-year licensing agreement with L'Amey America, part of International Luxury Group.

Debuted at MIDO, Milan's eyewear trade show, last February, the collection includes sunglasses and optical frames. The collection will debut globally in March.

Canali did confirm its intentions to invest in digital commerce. The menswear brand launched its first ecommerce site in Europe and the United States in October 2016 ([see story](#)).

Also, Canali has plans to develop its retail network in the year ahead. Canali expects to add 10 new boutiques to its retail portfolio in China, the U.S., Ukraine, Vietnam and the United Arab Emirates.

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