

APPAREL AND ACCESSORIES

Hedi Slimane returns to LVMH as Cline's creative director

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Phoebe Philo of Cline stepped down days before Christmas. Image credit: Cline

By STAFF REPORTS

Mot Hennessy Louis Vuitton has appointed designer Hedi Slimane as the new artistic, creative and image director of fashion house Cline.

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Beginning his new position in February, Mr. Slimane will oversee all of the brand's collections, and will also expand Cline's offerings to menswear, couture and fragrances. This marks a return to the luxury group by Mr. Slimane, whose previous roles included creative director of Dior Homme.

"I am particularly happy that Hedi is back within the LVMH Group and taking the reins of our Cline maison," said Bernard Arnault, chairman and CEO of LVMH, in a statement. "He is one of the most talented designers of our time.

"I have been a great admirer of his work since we collaborated on Dior Homme, which he launched to global critical acclaim in the 2000s," he said. "His arrival at Cline reinforces the great ambitions that LVMH has for this maison.

"Hedi will oversee and develop all creativity for both women's and men's fashion, but also for leather goods, accessories and fragrances. He will leverage his global vision and unique aesthetic virtuosity in further building an iconic French maison".

Slimane for Cline

Mr. Slimane's most recent design role was creative and image director for Saint Laurent. During his four-year tenure at the brand, he rebranded the house, dropping the Yves from its name and bringing back its couture line.

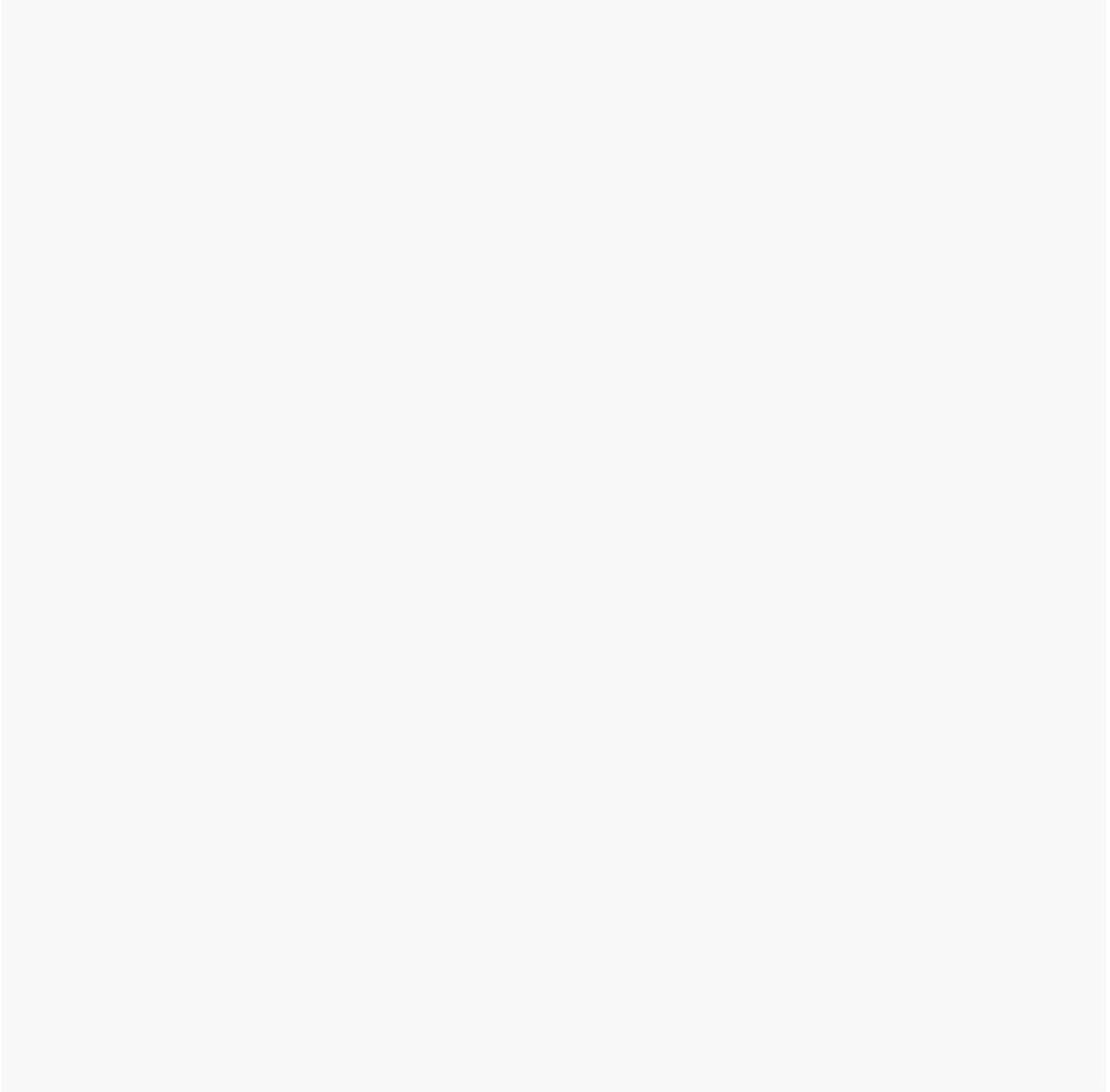
Many of Mr. Slimane's campaigns for Saint Laurent embraced a rock n' roll aesthetic, with efforts featuring musical talent.

The designer left Saint Laurent in 2016, following reported contractual disagreements between himself and Saint Laurent's parent company Kering ([see story](#)).

Prior to being creative director of Saint Laurent, Mr. Slimane was creative director of Dior Homme, a role he held

from 2000 to 2007.

Now the designer will be bringing his experience running a brand with men's, couture and beauty lines to Cline, expanding on the house's current women's ready-to-wear offerings.



Hedi Slimane named Artistic, Creative and Image Director of CLINE #HediSlimane #celine #LVMH

A post shared by Cline Official (@celine) on Jan 21, 2018 at 3:03am PST

"I am delighted to join Bernard Arnault in this all-embracing and fascinating mission for Cline," Mr. Slimane said. "I greatly look forward to returning to the exciting world of fashion and the dynamism of the ateliers."

Mr. Slimane succeeds Phoebe Philo, who is ending a 10-year run as Cline's creative director.

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.

According to a report in Women's Wear Daily, Ms. Philo will not be taking on a role at another house in the near future ([see story](#)).

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