

APPAREL AND ACCESSORIES

Smythson welcomes Luc Goidadin as creative director

February 1, 2018



Image from Smythson's "Journey to the Wild Side" campaign. Image credit: Smythson

By STAFF REPORTS

British lifestyle brand Smythson has appointed Burberry's former chief design officer as its creative director.

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Effective Feb. 1, Luc Goidadin joins Smythson as the 131-year-old brand's creative director. Smythson's appointment of Mr. Goidadin comes a time of development as the brand looks to strengthen its product offerings and expand its retail and ecommerce footprint.

"Smythson is a brand that I have always admired and I am very excited about the opportunity to work with its talent roster of craftsmen and craftswomen," Mr. Goidadin said in a statement.

"I look forward to exploring Smythson's rich heritage and developing a creative vision that both honors the brand's illustrious past and engages the modern consumer," he said.

Past and present

Mr. Goidadin comes to Smythson from Burberry, with his most recent title being chief design officer. During his 15-year career at Burberry, Mr. Goidadin was instrumental in developing the British heritage brand's product categories for men and women.

Also, Mr. Goidadin studied fashion design at London's Central Saint Martins and holds a master degree in women's wear design from Royal College of Art.

As Smythson's creative director, Mr. Goidadin will oversee the creative direction of the leather goods maker. Due to his wealth of experience and strong brand vision, Mr. Goidadin has been trusted with bringing Smythson forward.



Illustration of Smythson's London flagship at 131-132 New Bond Street. Image credit: Smythson

Mr. Goidadin will build off Smythson's founding principles of innovation and craftsmanship to support future growth of the brand.

"Luc's appointment marks the next stage in an exciting new chapter for the company," said Jacques Bahbout, chairman of Smythson, in a statement.

"This period of development began last year with the launch of our [luxury travel range](#), the launch of our Japanese ecommerce Web site and the opening of our new flagship boutique on Bond Street," he said. "Luc joins a new and experienced senior management team, who will work together to continue growing the company's global presence."

In September, Smythson traded in its storefront at 40 New Bond Street for the address of its original store 131-132 New Bond Street. As the brand celebrated 130 years in business, returning to its roots allowed it to honor its heritage through bricks-and-mortar ([see story](#)).

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