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LVMH taps Dior exec to head Fendi

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Fendi has a new CEO. Image credit: Fendi

By STAFF REPORTS

Luxury conglomerate Mot Hennessy Louis Vuitton has named Serge Brunswig the new chairman and CEO of Italian fashion house Fendi.

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Mr. Brunswig was most recently the chairman and CEO of Dior Homme, and has previously held other executive roles within LVMH. Effective immediately, Mr. Brunswig fills the role left vacant following Pietro Beccari's move to Dior.

Executive moves

LVMH recently reconfigured its executive committee, appointing former Christian Dior Couture CEO Sidney Toledano as chairman and CEO of its fashion group. Mr. Beccari succeeded Mr. Toledano at Dior, becoming the label's chairman and CEO.

Prior to his Dior move, Mr. Beccari had been at Fendi since 2012 ([see story](#)).

Now, LVMH has named his replacement. Mr. Brunswig has been at the group since 1995, and held titles including managing director of Louis Vuitton and chairman and CEO of Cline.

The executive joined Christian Dior Couture as chief operating officer in 2008, and was named chairman and CEO of its menswear line Dior Homme in 2015.



Serge Brunschwig comes to Fendi from Dior Homme. Image credit: LVMH

In his new role, Mr. Brunschwig will be reporting to LVMH Group managing director Toni Belloni.

"I am pleased to welcome Serge as the new chairman and CEO of Fendi," Mr. Belloni said in a statement. "He has developed extensive experience in luxury retail, operations and brand management.

"Over the recent years, he has played a key role in the success of Christian Dior Couture," he said. "Serge is the right leader to take the beautiful Fendi maison and its strong organization to the next level."

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