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Lalique North America president/CEO Maz Zouhairi resigns

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Maz Zouhairi

By MICKEY ALAM KHAN

After spending 13 years helming Lalique as North America president/CEO, Maz Zouhairi is now stepping down. During his tenure, the French maker of exquisite crystal glassworks morphed into a full-fledged lifestyle brand encompassing fragrance, furniture, home accessories, household linen, art and fine jewelry ([see story](#)).

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James Mun, currently managing director at Marvin Traub Associates and former chief financial officer of Lalique North America from 2008 to 2012, will succeed Mr. Zouhairi, taking charge March 1. Here in its entirety is Mr. Zouhairi's letter to associates and industry colleagues:

Dear Friends,

For the past 13 years, I have been fortunate to be part of the amazing, evolving story of Lalique playing a role in the expansion of this venerable brand into new areas of the luxury lifestyle. It has been a wonderful journey for me, personally and professionally, and so it is with mixed emotions that I announce my decision to step aside as President & CEO of Lalique North America this spring. With Lalique's business strategy headed in exactly the right direction and the brand well positioned for long-term success, I feel now is the time for me to turn my attention to new challenges and opportunities for the next chapter in my career.

Silvio Denz, chairman of the Lalique Group, has invited me to remain engaged in an advisory capacity, serving as a consultant to him and the executive team, and it will be my great pleasure to do so. The Lalique brand, and the company's success, will always be a very important part of my life, and this continuing connection to its strategic direction and planning will enable me to stay closely involved.

Lalique will continue to prosper under the guidance of James Mun, who has been named to succeed me, effective March 1, and I will stay onboard until March 30 to ensure a smooth transition of responsibilities. James brings 20 years of experience in brand strategy, finance, and operations in luxury retail. In addition, having previously been a member of the Lalique North America executive team, he is familiar with the company's mission and many of our people.

Lalique is well positioned for continued success, and its future looks bright! I look forward to staying connected with this extraordinary company. Thank you for your support of my role over the course of this great journey.

With warmest regards,

Maz Zouhairi

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