

APPAREL AND ACCESSORIES

Ferragamo to part ways with CEO Eraldo Poletto

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Ferragamo's CEO is exiting the company. Image credit: Ferragamo

By STAFF REPORTS

Italian fashion house Salvatore Ferragamo's CEO Eraldo Poletto is exiting his role after less than two years.

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Mr. Poletto joined the company in August 2016, succeeding longtime chief executive Michele Norsa. While his tenure was short, Ferragamo has credited Mr. Poletto with making changes that ushered in the brand's "new chapter."

Turning the page

On Feb. 27, Ferragamo announced that Mr. Poletto's position as director and CEO of the company will end March 8, when the company's board will approve the 2017 financial statement.

According to Ferragamo, the decision to terminate the relationship with Mr. Poletto was mutual and in "cooperation" with the executive.

"To Mr. Poletto the most vivid appreciations for having contributed, during his tenure, to the start of a new chapter in the company's history, characterized by a great dynamism, an important digital breakthrough and a special attention to the brand and to the product, also manifested during the recent Milan fashion shows," said Ferragamo in a statement.



Paul Andrew's debut runway show as Ferragamo's creative director of women's wear was on Feb. 24. Image credit: Ferragamo

Previously CEO of Furla, Mr. Poletto led Ferragamo through a number of changes, including the addition of direct-operated ecommerce for its ready-to-wear and the buying back of its distribution network in Asia.

After creative director Massimiliano Giornetti decided to leave after 16 years at the house, Ferragamo replaced the singular role with three different positions heading women's wear, menswear and women's footwear. Since then, designer Paul Andrew has expanded his oversight from solely shoes to women's apparel.

As the company transitioned under new creative talent, Ferragamo also embraced new merchandising strategies.

Ferragamo gave its stores a makeover to go along with the new look of its product, including new fixtures and flexible displays. Additionally, the label revamped its marketing approach starting with its fall/winter 2017 campaign to focus on its "brand DNA with a contemporary twist" ([see story](#)).

At the board of directors meeting on March 8, the agreement for Mr. Poletto's exit will be approved.

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