

APPAREL AND ACCESSORIES

Riccardo Tisci headed to Burberry

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Burberry is getting new creative direction. Image courtesy of Burberry

By STAFF REPORT'S

British fashion label Burberry has appointed Riccardo Tisci as Christopher Bailey's successor.

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Mr. Tisci, who was most recently at Givenchy, will assume the role of chief creative officer on March 12. Burberry is facing a creative change for the first time in 17 years, as Mr. Bailey steps aside from designing duties this month ([see story](#)).

New direction

Mr. Tisci is a graduate of London's Central Saint Martins. From 2005 to 2017, he was the creative director of Givenchy, overseeing the house's haute couture, women's wear, menswear, leather goods and accessories collections.

During his time at the house, he received critical acclaim, including the CFDA's International Award in 2013. The designer left LVMH-owned Givenchy a year ago, and rumors circulated of him moving to Versace ([see story](#)).

Beyond his work for the brand, he has struck up collaborations with Nike and the entertainment industry, designing costumes for Madonna and Rihanna. He has also directed artwork or music videos for recording artists.

Burberry's CEO Marco Gobbetti has said he wants to move the brand further upmarket. Mr. Tisci's background in haute couture may help the label's aspirations.



Riccardo Tisci

Mr. Gobbetti was president and CEO of Givenchy from 2004 to 2008, during which he worked with Mr. Tisci.

"I am delighted that Riccardo is joining Burberry as chief creative officer," said Mr. Gobbetti in a statement.

"Riccardo is one of the most talented designers of our time.

"His designs have an elegance that is contemporary and his skill in blending streetwear with high fashion is highly relevant to today's luxury consumer," he said. "Riccardo's creative vision will reinforce the ambitions we have for Burberry and position the brand firmly in luxury."

Mr. Tisci will be based at Burberry's London headquarters, and will direct all of the brand's collections. His first runway collection will be shown in September.

"I am honored and delighted to be joining Burberry as its new chief creative officer and reuniting with Marco Gobbetti. I have an enormous respect for Burberry's British heritage and global appeal and I am excited about the potential of this exceptional brand."

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