

APPAREL AND ACCESSORIES

Nina Ricci management sees more change with new general manager

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Change is afoot in Nina Ricci. Image credit: Nina Ricci

By STAFF REPORTS

French fashion brand Nina Ricci has announced its newest general manager, marking further changes to its top administration.

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Following the announcement that creative director Guillaume Henry will be leaving, Charlotte Tasset is joining the brand as general manager. The position was only recently created in 2016 for Sophie Templer, who is leaving to “pursue new professional opportunities.”

Repositioning management

Ms. Tasset will join Nina Ricci as the general manager of fashion and fragrance, effective May 22.

Previously an employee of luxury department store Printemps, she enters Nina Ricci as it looks to gain greater share in the fashion and fragrance world.



Charlotte Tasset joins Nina Ricci as general manager. Image credit: Nina Ricci.

The new GM worked at Printemps as a retail executive where she repositioned its women’s fashion department. Her

involvement elevated Printemps' status to a luxury store.

Before Printemps, Ms. Tasset worked within Sephora as the chief merchandise officer and as a consultant at various agencies beforehand. She is also a graduate of EDHEC business school.

“With this strategic new hire, Nina Ricci bolsters its position as a growing global force in the world of luxury designer fashion and fragrance,” said Nina Ricci in its statement.

Nina Ricci also just finally confirmed that it is parting ways with creative director Guillaume Henry just weeks after denying reports of his imminent departure.

An article from Mar. 1 on Women’s Wear Daily said that the designer would soon be leaving the Puig-owned company, a claim that Nina Ricci called “pure speculation” at the time. Now, just two weeks later, the company has changed course, confirming that Mr. Henry is indeed leaving ([see more](#)).

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