

APPAREL AND ACCESSORIES

Berluti becomes latest LVMH brand to replace creative director

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Berluti is the latest LVMH house to lose its creative director. Image credit: Berluti

By STAFF REPORTS

LVMH is continuing to rearrange its brands' management to stay modern and fresh in menswear with the departure of Berluti's creative director.

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Women's Wear Daily reports that the ready-to-wear brand is parting ways with creative director Haider Ackermann after only three seasons. LVMH has been investing heavily into Berluti as demand for menswear steadily increases.

"I am immensely proud to have been able to put my creativity at the service of this house with an exceptional knowhow, whilst working with a passionate team," said Mr. Ackermann in statement. "I thank them for their commitment."

Management restructuring

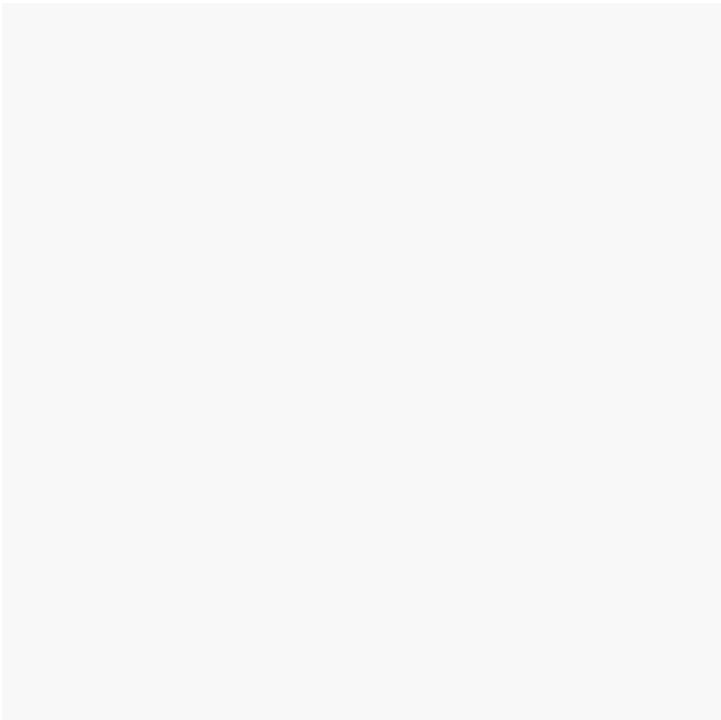
LVMH has been shuffling the deck of its menswear management as Mr. Ackermann leaves his position. The conglomerate has stated that he will remain within the company under a new assignment.

The announcement comes shortly after another menswear departure with Kris Van Assche leaving Dior Homme ([see story](#)).

This has sparked speculation that Mr. Van Assche will be the new successor, filling the creative director position at Berluti, since LVMH has not yet released a name.

WWD's sources say Mr. Acermann's departure could be related to his lack of accessories knowledge. Berluti's iconic calfskin, kangaroo leather and alligator skin shoes and bags are the core of its brand, making a lack of accessories experience detrimental.

"Haider has been at the core of the evolution of Berluti's collections and image these past few seasons," said Antoine Arnault, chief executive officer of Berluti, in a statement. "I want to thank him for everything he has accomplished since his arrival. His feel for materials, colors and his wonderful shows will always be linked to the history of the house."



- #Berluti announces the departure of its Artistic Director Haider Ackermann. His successor will be announced shortly -

A post shared by BERLUTI (@berluti) on Mar 29, 2018 at 10:39p...

LVMH also recently appointed designer Hedi Slimane as the new artistic, creative and image director of fashion house Céline.

Beginning his new position in February, Mr. Slimane will oversee all of the brand's collections, and will also expand Céline's offerings to menswear. This marks a return to the luxury group by Mr. Slimane, whose previous roles included creative director of Dior Homme ([see story](#)).

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