

APPAREL AND ACCESSORIES

Kris Van Assche named artistic director of Berluti

April 3, 2018



Berluti is getting a new creative director. Image credit: Berluti

By STAFF REPORTS

French menswear house Berluti has appointed designer Kris Van Assche its new artistic director.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Van Assche was most recently creative director of Dior Homme. This marks the latest in a series of shuffles among LVMH's menswear designers, as the parent company of Berluti, Dior and Louis Vuitton puts new talents at the helm of its brands.

New role

Mr. Van Assche began his career working for Hedi Slimane at Yves Saint Laurent. When Mr. Slimane moved to Dior Homme, Mr. Van Assche followed.

After Mr. Slimane left Dior in 2007, Mr. Van Assche was named artistic director of Dior Homme, a position he has held for 11 years.



Kris Van Assche. Image credit: Berluti

Mr. Van Assche's aesthetic at Dior Homme included youthful influences such as club culture.

The designer lent a more riotous attitude to Dior, whether through his designs or his campaign casting.

Dior Homme winter 2016-17 featured a "cutting-edge quartet that naturally embodies the rebellious energy" of the brand's fashion. Mr. Van Assche cast U.S. rapper A\$AP Rocky, cult filmmaker and photographer Larry Clark and 20-year-old French actor Rod Paradot along with French model Dylan Roques ([see story](#)).



Dior Homme fall/winter 2016 campaign. Image credit: Dior Homme

At Berluti, Mr. Van Assche succeeds Haider Ackermann, who recently left the house after only three seasons ([see story](#)).

"I am delighted to welcome Kris Van Assche to Berluti," said Antoine Arnault, CEO of Berluti, in a statement. "I have known him for several years, have always admired his work at Dior Homme and I am looking forward to working with him."

At Berluti, Mr. Van Assche will oversee shoes, leather goods, ready-to-wear and accessories collections. He will present his first collection for Berluti during Paris Fashion Week in January 2019.

"I have always wanted to build bridges between the savoir-faire, the heritage of a house and my clear-cut contemporary vision," Mr. Van Assche said in a statement. "Antoine Arnault spoke to me of his ambitions for Berluti and it is with great pleasure that I accept this new challenge which fits perfectly with my own will and vision."

"I would also like to thank Mr Bernard Arnault for his renewed confidence."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.