

APPAREL AND ACCESSORIES

Dior looks to omnichannel, as LVMH continues to shake up management

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Dior looks to omnichannel for future strategy. Image credit: Dior.

By STAFF REPORTS

French couture house Christian Dior is investing into omnichannel retail and ecommerce growth with a new chief digital officer.

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Jens Riewenherm is bringing his expertise to Dior, after having left his position as managing director of MyTheresa.com in October. The new digital officer's inclusion should help the designer label become more accessible to its audience in a more modern method.

"I am convinced that his talent and experience will strengthen the digital strategy and growth of the Dior omnichannel environment," said Pietro Beccari, president and CEO of Christian Dior Couture, in statement. "This represents a vital new dynamic in writing the future of the house, in which a completely seamless online experience aligns with our freestanding boutiques."

Digital growth

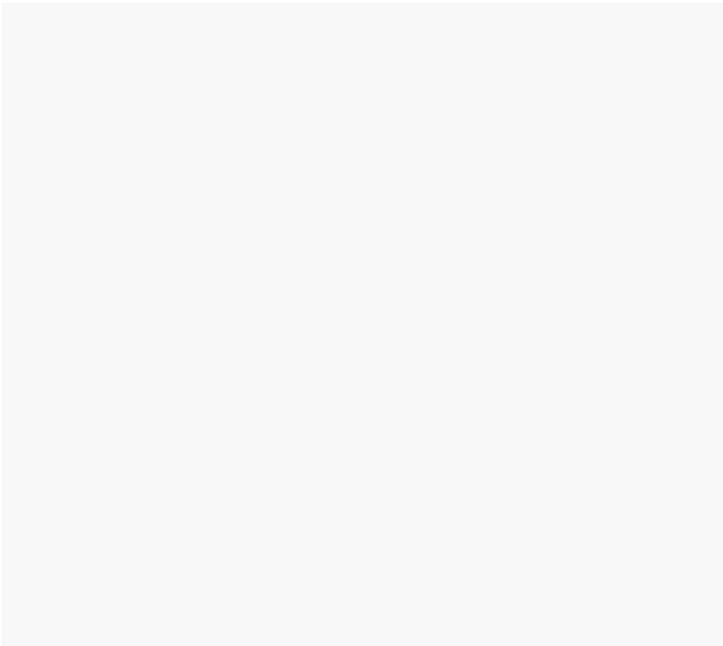
Mr. Riewenherm will begin his career at Dior effective immediately, in the hopes to beef up the brand's omnichannel strategy.

This digital growth is extremely important as trends and apparel needs are shifting, along with changes to the way affluent shop.

It is no longer enough to simply have an ecommerce presence. Brands now need to have a sophisticated retail strategy that spans both online and offline.

Before he was with MyTheresa, Mr. Riewenherm acted as the managing director for Value Retail in Europe as well another discount chain Payback.





Dior Homme Sport Very Cool Spray // A new fresh eau de toilette between vitality and sexyness. Embodied by Robert Pattinson. @diorparfums #diorhomme #diorrob #fragrance

A post shared by Dior Official (@dior) on Apr 2, 2018 at 7:43am ...

Dior's addition is one of many shake-ups in management within its parent company LVMH.

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

Women's Wear Daily reported 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 ([see more](#)).

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