

APPAREL AND ACCESSORIES

Trussardi's creative director leaves family business

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Gaia Trussardi is leaving her family's label. Image credit: Trussardi

By STAFF REPORTS

Italian fashion label Trussardi's creative director Gaia Trussardi has stepped down as creative director of her family's house.

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Ms. Trussardi had been overseeing Trussardi's designs since 2013. The brand has not named a successor for Ms. Trussardi.

Moving on

Trussardi was founded in 1911 by Dante Trussardi, Ms. Trussardi's grandfather.

In 2011, Ms. Trussardi started at the family business as the creative director of diffusion line Tru Trussardi. Two years later, she took over from Umit Benan Sahin as creative director of the Trussardi brand.

Ms. Trussardi is leaving to focus on "personal work projects," reports Women's Wear Daily.

The designer's sister Beatrice Trussardi also left the company in 2016, selling her 25 percent stake to her brother and Trussardi Group CEO Tomaso Trussardi, Gaia Trussardi and their mother Maria Luisa, who is the president of the group.



Gaia Trussardi. Image credit: Trussardi

In 2016, Trussardi enhanced its focus on its leather goods business with the release of a handbag designed to be a constant companion.

Part of the house's planned five-year transformation toward accessible luxury, the Lovy bag features the craftsmanship and design details at an approximate \$600 price point. As the luxury industry seeks growth in a difficult climate, a number of brands have reorganized their businesses with profitability in mind.

Led by Tomaso Trussardi and creative director Gaia Trussardi, the plan includes streamlined operations, increased brand awareness and a move toward accessibility ([see story](#)).

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