

JEWELRY

## Louis Vuitton looks to revitalize jewelry line with new artistic director

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*Ms. Amfitheatrof will design jewelry and oversee the design of all watches. Image credit: LVMH*

By STAFF REPORTS

French fashion house Louis Vuitton is shaking up its jewelry strategy with the appointment of a new artistic director of the brand's watch and jewelry lines.

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Designer Francesca Amfitheatrof is taking over as the head of the brand's watch and luxury departments, according to Women's Wear Daily. Ms. Amfitheatrof is taking over just as the brand has begun looking to reinvigorate its watch and jewelry sector, bringing out new collections to more customers over the next year.

### New direction

Ms. Amfitheatrof was previously design director at Tiffany & Co. where she served as the head of the jewelry department from 2014 to 2017.

As the first female jewelry designer at Tiffany, she unveiled her debut collection, Tiffany T, one year after first being hired there ([see story](#)). During her tenure at Tiffany, Ms. Amfitheatrof created a number of memorable designs notable for being seen often on the red carpet at the Academy Awards.

She worked at Tiffany for four years until this past January when she left. After a brief hiatus, Ms. Amfitheatrof is joining Louis Vuitton where she will design jewelry and oversee the design of all watches.

Most notable, Louis Vuitton has recently become interested in the smartwatch category after working with Google on the Tambour Horizon. It is not yet clear if Ms. Amfitheatrof has any plans for the smartwatches in the future.

Ms. Amfitheatrof's hiring comes at a prosperous time for Louis Vuitton's parent company LVMH. The conglomerate reported a 10 percent year-over-year growth for the first quarter of 2018, as it continues to reshuffle its management.



TIFFANY & CO.  
TIFFANY T



*Ms. Amfitheatrof's designs for Tiffany. Image credit: Tiffany & Co.*

The luxury goods conglomerate saw a 13 percent organic growth rate compared to that same quarter of last year, with revenues totaling 10.9 billion euros, or about \$13.4 billion. LVMH's fashion and leather goods division saw the most revenue in the first quarter of 2018 with 4.3 billion euros, or \$5.3 billion at current exchange, compared to 3.4 billion euros last year ([see story](#)).

Ms. Amfitheatrof's hiring represents another new direction for LVMH as it looks to revitalize Louis Vuitton's jewelry collections.

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