

APPAREL AND ACCESSORIES

## Stuart Weitzman names Eraldo Poletto CEO

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*Stuart Weitzman has a new CEO. Image credit: Stuart Weitzman*

By STAFF REPORTS

U.S. footwear label Stuart Weitzman has tapped Eraldo Poletto as its new CEO and brand president.

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Mr. Poletto, who was most recently CEO of Ferragamo, has decades of experience in the global luxury business. He succeeds Wendy Kahn, who is leaving the company after less than two years.

"I am thrilled by the opportunity to lead this iconic brand," Mr. Poletto said in a statement. "Stuart Weitzman footwear has long represented quality, style and the beautiful combination of form and fit.

"I look forward to working with the team to build on this foundation as we evolve into a global, multi-category brand," he said. "It is my goal to continue to delight our customers with innovative products, amazing client experiences, and marketing programs that celebrate the confident women around the world who love our brand."

CEO change

Mr. Poletto began his career at Miroglio Group. From 1997 to 2010, he worked at Brooks Brothers parent company Retail Brand Alliance, Inc., with roles including president of strategic development and international business and chief merchandising officer.

In 2010, Mr. Poletto joined Furla as its CEO, focusing on the global development and growth of the handbag brand.

Following six years as head of Furla, Mr. Poletto was hired by Salvatore Ferragamo as its CEO. He then left the company in March.

Mr. Poletto joined the company in August 2016, succeeding longtime chief executive Michele Norsa. While his tenure was short, Ferragamo has credited Mr. Poletto with making changes that ushered in the brand's "new chapter" ([see story](#)).



*Stuart Weitzman is under new leadership. Image credit: Stuart Weitzman*

At Stuart Weitzman, Mr. Poletto will oversee all aspects of the brand's global business.

Expected to start on April 30, the executive will report to Victor Luis, CEO of Stuart Weitzman's parent company Tapestry. Mr. Poletto will also work closely with Stuart Weitzman creative director Giovanni Morelli, who took on the role last May.

"Stuart Weitzman is at an important point in the brand's evolution with the upcoming launch of Giovanni's first collection and the recent buyback of its Northern China business, taking greater control of the brand's destiny through an increased level of direct ownership," Mr. Luis said in a statement.

"In Eraldo, we have found a leader who, over the last 30 years, has acquired both the global luxury experience and deep understanding of iconic brands to drive results," he said. "He brings a proven, successful track record in building and engaging teams and in developing and maximizing international growth across all fashion categories."

Ms. Kahn, who joined the company in September 2016 as CEO and brand president, will be exiting Stuart Weitzman.

"We have great appreciation for Wendy's accomplishments and her leadership has been instrumental to the development of Stuart Weitzman during our integration period," Mr. Luis said. "We wish her every success in the future and look forward to welcoming Eraldo."

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