

APPAREL AND ACCESSORIES

## Stuart Weitzman lets creative director go, shortly after CEO

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*Stuart Weitzman creative director Giovanni Morelli with Gigi Hadid. Image courtesy of Stuart Weitzman*

By STAFF REPORTS

U.S. footwear label Stuart Weitzman has parted ways with its creative director after only one year due to workplace behavior issues.

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An announcement made on the morning of May 22 revealed the label was on the search for a new creative leader, while its CEO will takeover duties in the interim. A statement from the CEO of Tapestry, the owner of the brand, stated that creative director Giovanni Morelli's behavior fell short of standards that allowed for every employee to feel respected.

"While we greatly admire Giovanni's creative talents, Tapestry is committed to an environment where every individual feels respected and at times his behavior fell short of these standards," said Victor Luis, CEO of Tapestry, Inc. "Looking ahead, we have the utmost confidence in the talented Stuart Weitzman design team under the direction of CEO and brand president Eraldo Poletto, who has a proven track record of developing iconic brands and successfully building global teams."

### Creative departure

The namesake founder of the Stuart Weitzman label became the brand's chairman to make way for the new creative director last May.

Mr. Weitzman was originally his brand's creative director and executive chairman, but transitioned into the label's chairman, part of a strategic plan to preserve the DNA of Stuart Weitzman for the future. Effective May 5, 2017 Giovanni Morelli became the creative director of Stuart Weitzman, reporting to Wendy Kahn, who was also then appointed CEO and brand president after nearly a decade at Valentino ([see story](#)).

However, Ms. Kahn was also forced out this month as well.

Mr. Morelli went on to only produce one collection for the brand, before being let go this week.



*Mr. Morelli's first and last campaign for Stuart Weitzman; Image credit: Stuart Weitzman.*

The creative director, who has previously worked with Loewe, Marc Jacobs and Prada, has not publicly addressed his departure. It is unknown what his next move is or who Stuart Weitzman has in mind for his full time replacement.

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