

APPAREL AND ACCESSORIES

Givenchy names new president for Americas region

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Givenchy spring/summer 2018 campaign shows Clare Waight Keller's debut collection. Image credit: Givenchy

By STAFF REPORTS

French fashion label Givenchy has appointed Ccile Andrau-Martel its president for the Americas and Canada.

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According to a report from Women's Wear Daily, Ms. Andrau Martel is succeeding Laura Dubin-Wander, who is now Coach's president of North America. Along with its new president, Givenchy is bolstering its Americas team with the addition of a regional communications director position.

American appointments

Ms. Andrau-Martel comes to Givenchy from fellow LVMH-owned label Marc Jacobs, where she was chief global commercial officer. Her resume also includes positions at Lanvin, Thierry Mugler and Puig.

Joining Ms. Andrau-Martel is Julia Erdman, who has been named Givenchy's director of communications and marketing for the Americas.

Ms. Erdman was most recently at Moncler. Previous positions include marketing roles at Lanvin.

Givenchy is also going through a creative shift. The label named designer Clare Waight Keller as its first female artistic director last March ([see story](#)).



Givenchy's 2018/2019 fall/winter collection fashion show in Paris. Image credit: Alain Jocard, Givenchy

Ms. Waight Keller came to Givenchy from Chlo, where she spent six years at the helm of the Richemont-owned house. She succeeded longtime creative director Riccardo Tisci, who left Givenchy after 12 years and now oversees Burberry ([see story](#)).

While rooted in French heritage, Givenchy has previously made appeals to an American audience.

For instance, the label's beauty division tapped actress Amanda Seyfried as the face of its Live Irrsistible scents ([see story](#)). In 2015, the brand staged its runway show in New York, opening the event to the public ([see story](#)).

Despite growth in Asia, the U.S. remains the market with the biggest wealth creation, making it a lucrative target for luxury ([see story](#)).