

APPAREL AND ACCESSORIES

Brioni creative director leaves label

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Harvey Keitel for Brioni spring/summer 2018. Image credit: Brioni

By STAFF REPORTS

Italian menswear label Brioni's creative director Nina-Maria Nitsche is leaving the Kering-owned label.

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Ms. Nitsche joined the company last June, filling the role that was left vacant for months after Justin O'Shea left the brand. According to a report from Women's Wear Daily, Brioni has not named a successor for Ms. Nitsche, leaving the creative director position open again.

Parting ways

Brioni's former creative director Mr. O'Shea, the former fashion director of Neiman Marcus-owned retailer MyTheresa, brought no prior design experience to the Italian menswear brand. Mr. O'Shea left Brioni only six months into his employment, but in that time frame he shook up the 70-year-old brand's image, giving it an edgier sensibility that did not sit well with brand purists ([see story](#)).

Ms. Nitsche spent much of her design career at Maison Martin Margiela. When the label's namesake designer left in 2009, she led the brand's anonymous design team.

After Maison Martin Margiela, Ms. Nitsche worked at streetwear label Vetements. When the brand relocated to Zurich, Switzerland from Paris, she left the company.



Brioni's campaigns have recently featured actors such as Milo Ventimiglia. Image credit: Brioni

"Thanks to its long sartorial history, Brioni has the potential to redefine its position as a unique luxury brand," Ms. Nitsche said in a statement at the time of her appointment.

"The house's philosophy is based on a pioneering approach to menswear," she said. "My aim is to reinforce and invigorate this longstanding tradition."

Ms. Nitsche presented her first collection for Brioni in January, and her most recent collection for the house was shown in June.

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