

APPAREL AND ACCESSORIES

Ferragamo appoints 20-year Kering vet as CEO

July 31, 2018



Ferragamo's fall/winter 2018 campaign. Image courtesy of Ferragamo

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo has appointed a new CEO to turn around its business.

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Micaela le Divelec Lemmi becomes CEO from her position of general manager, originally coming from Gucci. She takes her role immediately.

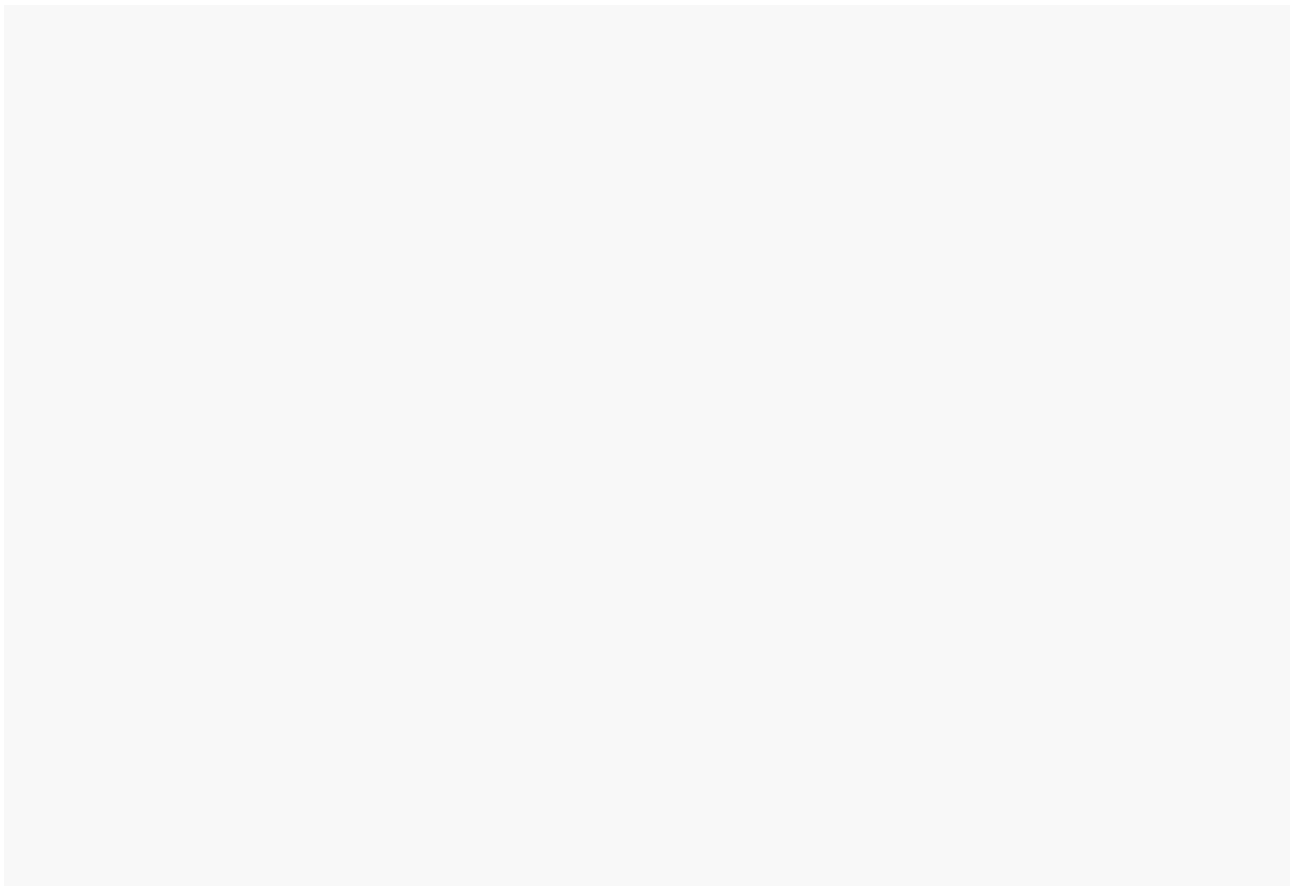
Ferragamo pivots

Ferragamo has had a rough time in recent days, and former CEO Eraldo Poletto stepped down earlier this year.

He moved on to join Tapestry as the CEO of Stuart Weitzman ([see story](#)).

The brand also reported that it has lost a 23 percent drop in first-half profits.

Ms. Le Divelec Lemmi takes on her role after being appointed general manager of the brand in April. Previously, she worked for Kering for more than 20 years.



Shape up: keep your look pulled together with the adjustable & reversible Gancini belt. #FerragamoAW18

A post shared by Salvatore Ferragamo (@ferragamo) on Jul 30, 2018 at 6:00am PDT

"I acknowledge the fact that there is some work that needs to be done," Ms. Le Divelec Lemmi said in an interview with Bloomberg. "I really believe that this is a brand which deserves respect. This respect is what is animating me."

Ferragamo is hoping to incorporate more technology into its business as well.

The Italian fashion label also recently gathered a diverse cast of models for a campaign with an inclusive, youthful vibe.

Ferragamo's fall/winter 2018 advertisements were shot by photographer Harley Weir on location at an Italian country house with a #PatchworkOfCharacters who playfully roam the villa's rooms and grounds. Promoting the first ready-to-wear collection from creative director by Paul Andrew, this campaign is indicative of the new direction he and menswear designer Guillaume Meilland are taking the brand in ([see story](#)).

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