

JEWELRY

Kering promotes new Girard-Perregaux CEO

August 20, 2018



Patrick Pruniaux promoted to CEO of Girard-Perregaux. Image credit: Kering

By STAFF REPORTS

Luxury goods group Kering has appointed a new CEO for Girard-Perregaux to better accommodate the changing consumer behaviors in the watch industry.

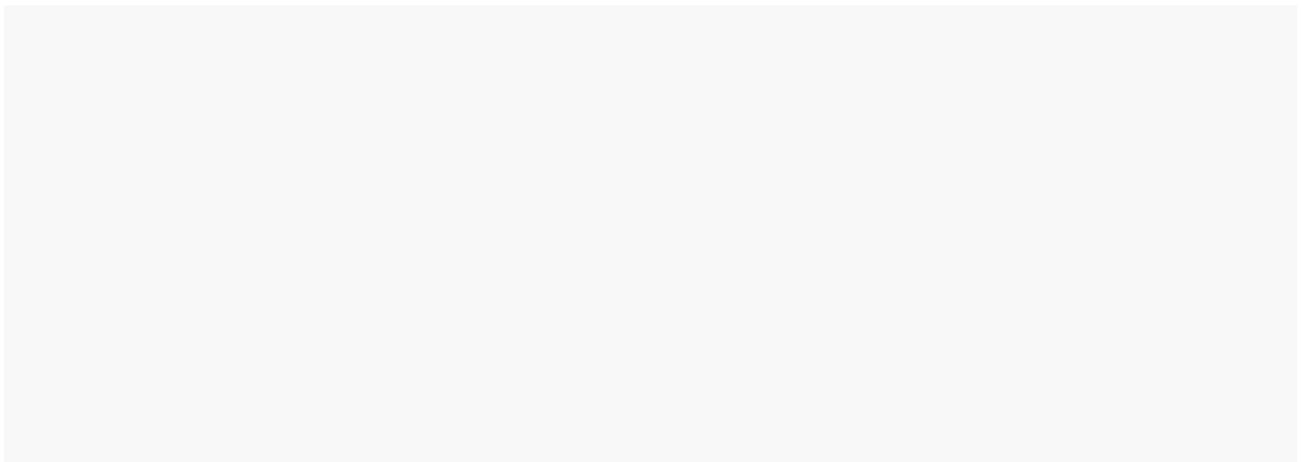
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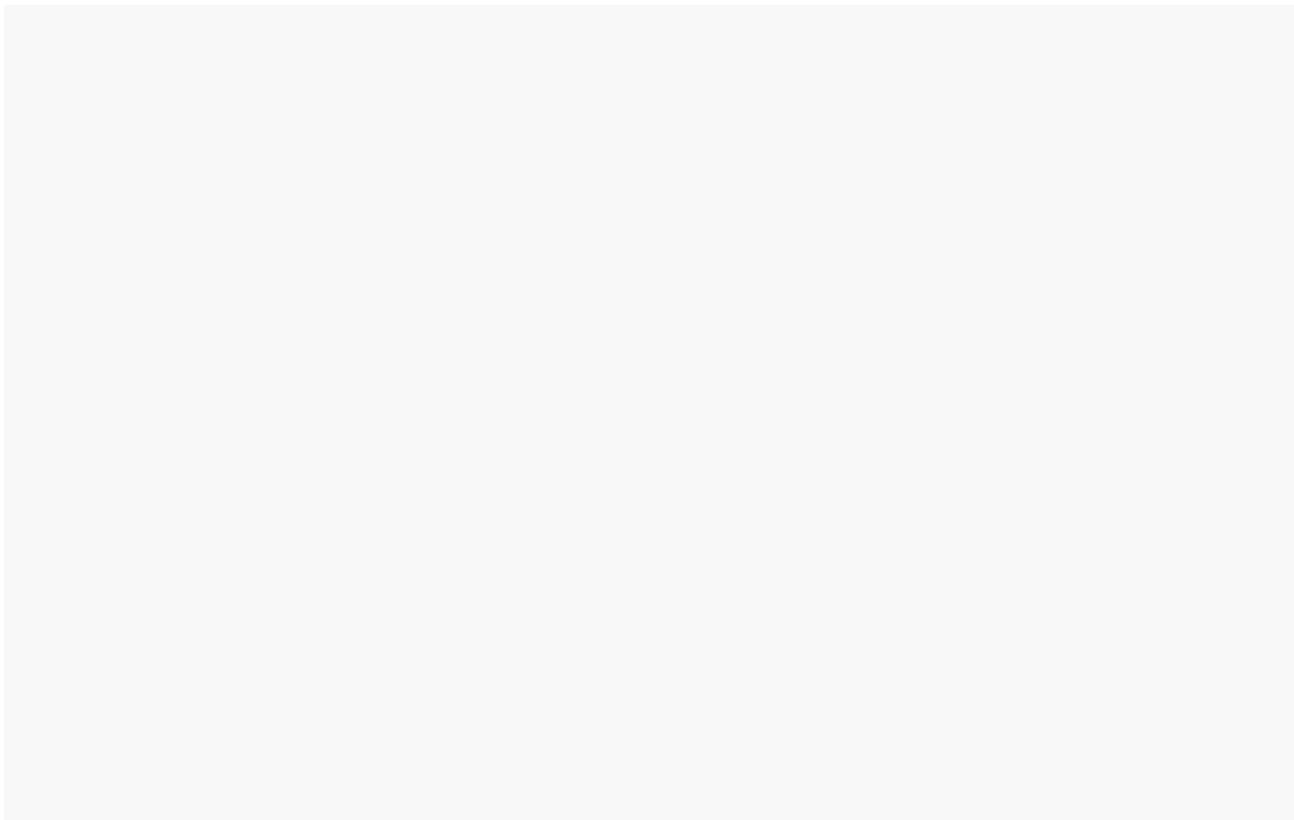
Current Ulysse Nardin CEO Patrick Pruniaux will take over as Girard-Perregaux's CEO, reporting to Kering's CEO of watches and jewelry activities, Albert Bensoussan. Mr. Pruniaux has more than 20 years experience in the luxury workspace, as well as digital expertise from working on the Apple Watch before its launch.

Watching new age

Starting Aug. 20, Mr. Pruniaux will take over management of the group's Swiss luxury watchmaking maisons, within the watches and jewelry activities.

Kering hopes the move will help the brands develop a presence in international markets, as well as stay on top of digital trends.





The master chocolatier, just like the master watchmaker, is the guarantor of ancestral know-how and the designer of new ideas. #GirardPerregaux #FineWatchmaking #HauteHorlogerie #Laureato #Steel #BlackDial #WatchForHim #Menswatches #IconicWatches #SwissChocolate #Chocolate #MasterChocolatier #Farfetch

A post shared by Girard-Perregaux (@girardperregaux) on Aug 20, 2018 at 9:02am PDT

"I am delighted to give Patrick Pruniaux the mission of increasing the awareness and accelerating the growth of the Kering Group's two iconic Swiss watchmaking maisons," said Mr. Bensoussan in a statement. "The dynamism he has shown over the past year as head of Ulysse Nardin convinced me that he was the best person to develop these two brands, and to capitalize on their respective identities, heritages and technological know-how."

The French luxury group is continuing to seek to center its efforts solely on its high-end labels and has begun to sell off its skate brand Volcom.

On April 6, Kering announced it had started the process to dispose of its ownership of Volcom. This follows Kering's plans to distribute Puma shares to its shareholders, allowing it to dedicate itself to its luxury activities ([see story](#)).

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