

APPAREL AND ACCESSORIES

Lanvin hires new CEO in hopes of a turnaround

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Lanvin spring/summer 2018 was the debut collection by Olivier Lapidus. Image credit: Lanvin

By STAFF REPORTS

French fashion house Lanvin has found a new CEO in the latest of staff changes at the brand since Fosun International took over.

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Former CEO of Sandro Jean-Philippe Hecquet will be taking over as CEO of Lanvin, effective immediately. The new appointment comes after Fosun International acquired the brand back in February as it aims to turn around Lanvin's business.

New direction

Prior to Sandro, Mr. Hecquet spent 14 years with LVMH and worked as international retail director at Tag Heuer, as well as headed Louis Vuitton's Canada operations for eight years.

The new appointment comes after Lanvin's crucial changes in staff back in March, as the buyout from Fosun International continues to shake up the brand.

The creative director role opened up in March within the fashion house, as Olivier Lapidus was let go with no replacement. Joining his departure was general manager Nicolas Druz, who also left without a successor ([see story](#)).



Look from Lanvin spring/summer 2018. Image credit: Lanvin

Lanvin has been having a hard time with extreme losses in the past few years, and these staff changes are made in the hopes the label will see a turnaround.

"Fashion is a continuous challenge," Mr. Hecquet said to *Women's Wear Daily*. "I'm convinced that with a high-performing team and the strong support of Fosun Fashion Group we will make Lanvin beat again in the hearts of our customers."

Fosun's board believes the new CEO's managerial skills along with his experience in international business in luxury could help push Lanvin in a forward direction.

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