

APPAREL AND ACCESSORIES

Michael Kors taps former Zegna exec as men's president

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Michael Kors menswear. Image credit: Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors has named Andrea Pesaresi the president of Michael Kors Men's.

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Effective Oct. 15, Mr. Pesaresi will join the company, reporting to Michael Kors Holdings chairman and CEO John D. Idol. Mr. Pesaresi's resume includes 25 years at menswear label Ermenegildo Zegna.

"Andrea has been in the industry for 30 years and comes to us with extensive knowledge of the evolving luxury men's marketplace," Mr. Idol said in a statement. "Andrea will provide the necessary leadership to enable us to achieve our goal of developing the Michael Kors menswear business to \$1 billion in revenue."

Menswear hire

Mr. Pesaresi's last role at Zegna was brand director of Z Zegna and licensing. In this position, he oversaw product development, brand strategy, marketing and global expansion.

Most recently, the executive was CEO of footwear and accessories brand Philippe Model.

"I look forward to joining the Michael Kors team," Mr. Pesaresi said in a statement. "It is a very exciting time in the men's industry, and the Michael Kors iconic brand DNA provides a great foundation for growth."

Michael Kors has ambitions for its menswear, as the male apparel market heats up.



Michael Kors fall/winter 2017 menswear campaign. Image credit: Michael Kors

The label owns the greatest share of online traffic to luxury brand sites, according to a report from PMX Agency.

Men are becoming a greater audience for luxury brands online, with their visits to high-end Web sites growing 10 percent year-over-year. PMX attributes this to the growing interest in streetwear among young men ([see story](#)).

Michael Kors Holdings' revenues and profits saw double-digit growth in the first quarter of the 2019 fiscal year.

The company's revenues totaled \$1.2 billion, up 26 percent year-over-year. Both the Michael Kors and Jimmy Choo brands exceeded revenue estimates in the quarter, leading the company to raise its share earnings projections for the year ([see story](#)).

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