

APPAREL AND ACCESSORIES

LVMH taps CEO for Jean Patou

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Jennifer Lawrence for Joy Dior. Image credit: Dior

By STAFF REPORTS

As it continues its revival of the Jean Patou house, LVMH Mot Hennessy Louis Vuitton has named Sophie Brocart as the brand's CEO.

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According to a report from *Women's Wear Daily*, Ms. Brocart comes to Jean Patou from footwear label Nicholas Kirkwood, also part of the LVMH portfolio. After an acquisition reported earlier this year, LVMH is bringing back the dormant brand with new talent.

Revival process

The Patou brand was previously owned by Britain's Designer Fragrances, whose brands include Porsche Design Fragrances and Frederic Fekkai.

LVMH acquired Jean Patou and plans to bring the label back with collections debuting in the second half of 2019.

Jean Patou is a French brand created in the 1910s by its namesake founder. It has since undergone many directorial changes and has been dormant, but it was recently acquired by LVMH and will be revived, likely starting with a single boutique and ecommerce site.

[View this post on Instagram](#)

Jean Patou in the 1930s. #jeanpatou #patou #guillaumehenry #fashion #mode

A post shared by Jean Patou (@jeanpatou) on Sep 24, 2018 at 12:24am PDT

Former creative director of Carven and Nina Ricci Guillaume Henry will take the lead of the brand's resurrection ([see story](#)).

After placing Mr. Henry at the helm of the brand's creative direction, LVMH has named Ms. Brocart to lead its business.

In addition to being CEO of Nicholas Kirkwood, Ms. Brocart is also the senior vice president of fashion ventures at LVMH. Part of her role at the company has included guiding the designers competing for the LVMH Prize.

Prior to joining Nicholas Kirkwood, Ms. Brocart had positions at Louis Vuitton, Celine and LVMH's group headquarters.

"With Guillaume Henry, a talented designer, Sophie is charged with reviving this iconic house, which marked the history of fashion and fragrance," said Sidney Toledano, chairman and CEO of LVMH's fashion group, in a statement to WWD. "I wish her great success."

While the brand is still ahead of its official launch, Dior's latest perfume launch Joy was made possible due to LVMH's acquisition.

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