

APPAREL AND ACCESSORIES

Delvaux's Christina Zeller: Luxury Woman to Watch 2019

November 30, 2018



Christina Zeller

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Here is one honoree:

Christina Zeller, artistic director, **Delvaux**, Brussels, Belgium

"The luxury industry goes into many various directions, and even the term "luxury" becomes more and more vague"

What do you most like about your job?

Two aspects of my job are at the source of my enthusiasm I have working for Delvaux:

- The diversity of my responsibilities. As artistic director, I have to make sure that all our activities convey a unique and coherent image of Delvaux' unique personality: the oldest fine luxury leather good company in the world, established in 1829, who has become today the most innovative actor in its sector
- The incredible growth Delvaux is experiencing, moving from a 100 percent Belgium company with 10 local boutiques in 2011 to 50 in the world in 2018

What is the biggest challenge in your work?

In my creation process, I am exposed to a lot of noises, trends, influences, both externally and internally. I have to decide the path I want to follow, my intuition for what will seduce our clients, then stick to it and generate in my team the enthusiasm they will need to deliver.

What is your work priority for 2019?

To contribute to the success of the openings of our first own boutiques in Milan and New York [in November] as well as our second boutique in London.

To further develop our notoriety in these markets, it will require to further enhance our audacious and sometimes bold approach to creativity and innovation in our upmarket handbag collection.

What is your proudest achievement in luxury?

In my career as executive in the luxury industry, I always applied the same humble approach: to reinterpret the DNA of the brand I am in charge of to make it one of the most creative and successful ones, rather than to reinvent its personality.

My other great source of pride is to look at the career of several of my ex-team members who have brilliantly succeeded in the luxury industry.

How do you see luxury evolving in 2019?

The luxury industry goes into many various directions, and even the term "luxury" becomes more and more vague.

The brands which will succeed will be the ones which have a strong personality, relying not only on their products, but more on their unique "art de vivre," culture and identity.

By doing so, they create for their clients an experience that generates a sense of identification to the brand, belonging to a community which share these same values.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.