

APPAREL AND ACCESSORIES

Lanvin taps Bruno Sialelli as creative director

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Lanvin's fall/winter 2018 collection. Image credit: Lanvin

By STAFF REPORTS

French fashion house Lanvin has filled its vacant creative director role, naming former Loewe designer Bruno Sialelli as the head of its collections.

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Mr. Sialelli has experience designing for both men and women at brands, and will be overseeing both menswear and women's wear at Lanvin. Mr. Sialelli is the fourth creative director for Lanvin in as many years.

New vision

Mr. Sialelli comes to Lanvin from Loewe, where he was head of menswear. Along with his experience at Loewe, Mr. Sialelli has worked at Paco Rabanne, Acne Studios and Balenciaga.

"His singular and very personal vision, his audacity, his culture, his energy and ability to build a strong creative team definitely convinced us," said Jean-Philippe Hecquet, CEO of Lanvin, in a statement.

The newly named creative director marks a turning point for Lanvin, which has typically had separate heads for menswear and women's wear.

"I am delighted and honored to join Lanvin, a house founded by a visionary woman who, among the first French couturiers, dared to offer a global universe with a very wide field of expression," said Mr. Sialelli in a statement.

In recent years, Lanvin has struggled to find stability in the creative direction of its women's wear.



Lanvin fall/winter 2018 campaign. Image credit: Lanvin

Lanvin's longtime creative director Alber Elbaz left the company in 2015 after 14 years at the helm ([see story](#)).

Succeeding Mr. Elbaz was Bouchra Jarrar. The designer stayed at the house for just 16 months before exiting in 2017 ([see story](#)).

Following Ms. Jarrar was Olivier Lapidus, who was hired in 2017.

Lanvin underwent crucial changes in staff last March, as the buyout from Fosun International shook up the brand.

The creative director role became open within the fashion house, as Mr. Lapidus was let go with no replacement after eight months ([see story](#)). Prior to leaving, Mr. Lapidus had only showed two collections for the label.

Lanvin's menswear has also seen creative changes, as Lucas Ossendrijver left the brand. The designer had been the head of menswear at Lanvin for 13 years ([see story](#)).

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