

APPAREL AND ACCESSORIES

## Roberto Cavalli creative director leaves for other pursuits

March 25, 2019



*Roberto Cavalli's fall/winter 2018 ad campaign. Image credit: Roberto Cavalli*

By STAFF REPORTS

Italian fashion label Roberto Cavalli's creative director revealed via Instagram that he will be departing the brand to pursue other endeavors.

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Through the social media post on his personal account, Paul Surridge revealed that while he will continue to see CEO Gian Giacomo Ferraris as his mentor, he will now focus on projects that were originally put aside for the brand. After just under two years with the company, Mr. Surridge states that the mission he had signed on to "has changed and enters a new direction."

### Other endeavors

The Italian fashion house named the British designer, Mr. Surridge, its creative director in May of 2017.

Before joining Roberto Cavalli, Mr. Surridge acted as a consultant for Acne Studios. The designer succeeded Peter Dundas, who left the label amid restructuring in fall of 2016 ([see story](#)).

Prior to the designer's time at Robert Cavalli, Mr. Surridge was also the creative director for Emenegildo Zegna's youth line, Z Zegna, from 2011 to 2014. Prior to that, he worked at other labels such as Calvin Klein and Burberry.

Once the designer joined the brand, he was responsible for new endeavors in younger segments such as the youth line Just Cavalli and a children's line.

[View this post on Instagram](#)

A post shared by Paul Surridge (@paul\_surridge) on Mar 25, 2019 at 2:44am PDT

*Instagram post from Paul Surridge*

A report from *Vogue* revealed that sources have said during Mr. Surridge's time with the brand, he dealt with many issues such as lacking resources and an underfunded design team.

While Roberto Cavalli confirmed Mr. Surridge's departure, the brand has made no public comment on the matter.

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