

HOMES FURNISHINGS

Richard Ginori CEO leaves brand for family

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Richard Ginori's new British Web site. Image credit: Richard Ginori

By STAFF REPORTS

Kering-owned Italian porcelain brand Richard Ginori is parting ways with its chairman/CEO as he leaves to focus on family.

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Giovanni Giunchedi will be leaving Richard Ginori in the hands of Kering chief operating officer Mehdi Benabadji as interim CEO. Kering has stated that the departure is consensual.

CEO changeover

Mr. Giunchedi has acted as both chairman and CEO of the brand for three years, during which he accomplished much for Richard Ginori. One of his achievements was helping Kering acquire the Sesto Fiorentino industrial site in August after five years of negotiations, according to *Women's Wear Daily*.

Prior to his work at Richard Ginori, Mr. Giunchedi joined Kering in 2012 with Bottega Veneta where he worked as the sustainability director, followed by his appointment as CEO of Sergio Rossi in 2015.

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Turning a simple dinner into an extraordinary journey. Be inspired by Richard Ginori Mother's Day gift selection and discover Oriente Italiano collection via link in bio.

A post shared by RICHARD GINORI (@manifatturarichardginori) on Apr 30, 2019 at 5:31am PDT

Instagram post from Richard Ginori

The Italian porcelain brand also invested in ecommerce in the British market with a new site launch last July, which was directed by the brand CEO.

A United Kingdom-specific online platform is now live, where Richard Ginori customers can browse and purchase products. The Web site follows the brand's first online launch with an e-store in Italy and a variety of other online sales initiative in Europe ([see story](#)).

WWD noted that Kering thanked the CEO for his work and accomplishments with the brand.

Mr. Giunchedi stated that he is leaving "after reaching a series of key milestones in relaunching the brand, which are especially noteworthy in light of the difficult conditions in which the company has operated in recent years."

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