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Kering names Bartolomeo Rongone CEO of Bottega Veneta

June 17, 2019



Bottega Veneta's fall/winter 2019 runway show. Image credit: Bottega Veneta

By STAFF REPORTS

Italian fashion label Bottega Veneta is undergoing another leadership change, as Bartolomeo Rongone is appointed CEO of the Kering-owned house.

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Mr. Rongone comes to Bottega Veneta from fellow Kering fashion label Saint Laurent, where he is chief operating officer. He succeeds Bottega Veneta's current CEO Claus-Dietrich Lahrs, who has chosen to step down from the position after about three years to be able to spend more time with his family and take on an entrepreneurial role.

"I would like to warmly thank Claus-Dietrich Lahrs for his commitment and his major achievements in nearly three years as head of Bottega Veneta," said Francois-Henri Pinault, chairman/CEO of Kering, in a statement. "He made some decisive choices and created a new momentum for the maison.

"I wish him the best for his future career," he said.

New leadership

At Saint Laurent, Mr. Rongone oversaw operations across ready to wear, leather goods and footwear. His role also included oversight of the brand's retail operations and client engagement.



Bartolomeo Rongone. Image courtesy of Kering

Mr. Rongone, who will assume his new role on Sept. 1, is joining Bottega Veneta as it is in a period of transition.

Last June, Tomas Maier exited his role as creative director after 15 years at the house. Bottega Veneta hired Daniel Lee as Mr. Maier's successor ([see story](#)).

Mr. Lee's held his first runway show for Bottega Veneta in February, and his debut advertising campaign dropped for the spring/summer 2019 season earlier this year ([see story](#)).

Saint Laurent has been one of Kering's growth drivers in recent years. In the first quarter of this year, Yves Saint Laurent's sales were up 21.9 percent to 497.5 million, or \$562 million, driven by its ready-to-wear and handbag lines ([see story](#)).

Bottega Veneta has recently seen sales declines as it undergoes its makeover, but Kering is optimistic about the future of the brand based on the reactions to Mr. Lee's first collections.

Mr. Rongone will be focusing on building the brand by harnessing the potential of its new creative direction.

As CEO of Bottega Veneta, Mr. Rongone will report to Mr. Pinault and will be a member of the group's executive committee.

"I'm delighted by the appointment of Leo Rongone, and appreciate his passion and energy," Mr. Pinault said. "His knowledge of luxury and managerial qualities will be decisive in his new role.

"I am sure he will be able to maintain this latest development phase in the history of Bottega Veneta by drawing on the maison's exceptional heritage and the creativity of Daniel Lee," he said.