

APPAREL AND ACCESSORIES

## Kenzo appoints Felipe Oliveira Baptista as creative director

July 1, 2019



*Kenzo's fall/winter 2018 campaign. Image courtesy of Kenzo*

By STAFF REPORTS

French fashion house Kenzo has named Felipe Oliveira Baptista as its new creative director, succeeding Carol Lim and Humberto Leon.

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Ms. Lim and Mr. Leon decided to exit the LVMH-owned label after about eight years to be able to focus more on their Opening Ceremony brand ([see story](#)). Mr. Baptista comes to Kenzo with previous creative director experience at Lacoste.

"I am pleased with this appointment," said Sidney Toledano, chairman/CEO of LVMH's fashion group, in a statement. "Felipe's talent as a designer, his expertise in clothing and his personal attachment to diverse cultures will be valuable assets in rejuvenating the creative energy at the maison."

Creative change

Ms. Lim and Mr. Leon showed their final runway collection on June 23 as part of Paris Men's Fashion Week.

As of July 1, Kenzo is under new creative direction.

Mr. Baptista was born in the Azores. After graduating from London's Kingston University, he worked in fashion in Milan and Paris, including time at Christophe Lemaire.

The designer was awarded the grand prix at the Hyres International Festival of Fashion and Photography in 2002, and founded his own fashion label the following year. His work on his own brand earned him recognition from the ANDAM prize in 2003 and 2005.

In addition to running his own label, Mr. Baptista has experience helming a heritage brand. In 2010, he became creative director of Lacoste.



*Felipe Oliveira Baptista. Image credit: LVMH*

"We are delighted to welcome Felipe Oliveira Baptista as the new creative director of Kenzo," said Sylvie Colin, CEO of Kenzo, in a statement. "His innovative and modern creative vision and well-rounded artistic approach will enable Kenzo to reach its full potential while respecting its unique heritage."

Kenzo was originally founded in the 1970s by Kenzo Takada.

Mr. Takada was born in Japan, but went to France in the 1960s to work in design. Due to his international upbringing, he brings unique and eclectic combination of influences to all of his designs ([see story](#)).

"Kenzo is all about contagious freedom and movement," Mr. Baptista said in a statement. "Everything M. Takada did was suffused with joy, elegance and a youthful and bold sense of humor."

"Kenzo's constant celebration of nature and cultural diversity has always been and remains at the heart of the brand," he said. "These two subjects have never felt more relevant and compelling than they do today and will be instrumental to the future of Kenzo."

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