

APPAREL AND ACCESSORIES

## Francesca Bellettini named president of Chambre Syndicale de la Mode Fminine

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*Saint Laurent's CEO is now leading the Chambre Syndicale de la Mode Fminine. Image credit: Saint Laurent*

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By STAFF REPORTS

Saint Laurent CEO Francesca Bellettini has been appointed president of Chambre Syndicale de la Mode Fminine, the women's wear division of the federation overseeing French fashion.

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At a meeting on June 20, a general assembly meeting for the chamber saw the renewal of the board of directors and the election of the new president. Ms. Bellettini succeeds Chanel CEO Bruno Pavlovsky in the chair role.

Feminine fashion

Mr. Pavlovsky will be a vice chairman of the Chambre Syndicale de la Mode Fminine, along with Geoffroy de la Bourdonnaye.

In addition to Ms. Bellettini, Mr. de la Bourdonnaye and Mr. Pavlovsky, the board of directors includes Dior CEO Pietro Beccari, Isabel Marant owner Sophie Durufle, Barbara Bui cofounder/CEO William Halimi, Celine CEO Sverine Merle, Issey Miyake, Herms executive vice president of manufacturing and equity Guillaume de Seynes, LVMH fashion group CEO Sidney Toledano, House Leonard founder Daniel Tribouillard and Dries Van Noten business development director Vincent Vantomme.



*Francesca Belletini. Image credit: Chambre Syndicale de la Mode Fminine*

At the meeting, the chamber also added new members, including Aalto, Atlien, Jacquemus, Koche, Lacoste, Patou, Victoria/Tomas and Y/Project.

Ms. Belletini joined Kering in 2003 after a career in investment banking and stints at Prada Group and Helmut Lang. While at Kering, she was initially the strategic planning director and associate worldwide merchandising director at Gucci, followed by time as worldwide merchandising director and communications director at Bottega Veneta before entering her current position at Saint Laurent in 2013.

Since 2015, Ms. Belletini has been part of Kering's executive committee ([see story](#)). Under her leadership and the creative direction by Hedi Slimane and now Anthony Vaccarello, Saint Laurent has seen significant growth.

In the first quarter of this year, 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](#)).

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