

APPAREL AND ACCESSORIES

Brioni goes in-house with Mehdi Benabadji as new CEO to reposition brand

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Mehdi Benabadji is new CEO of Brioni. Image courtesy of Brioni

By STAFF REPORTS

Mehdi Benabadji has been named CEO of Kering-owned Italian menswear label Brioni after the departure of Fabrizio Malverdi.

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Most recently Kering's chief operations officer leading the group's logistics and industrial activities, Mr. Benabadji takes over Jan. 1. The Kering veteran assumes the leadership role at the Rome-based brand amidst rapid changes within the men's formalwear sector as affluent males switch to more casual and street-style apparel and accessories.

Per Kering, the new CEO's "mission now will be to consolidate the repositioning of Brioni and to support its international development."

New cut

The departing CEO, Mr. Malverdi, leaves Kering to "pursue a new professional challenge," as the company put it.

Mr. Benabadji will report to Jean-Francois Palus, group managing director of [Kering](#).

[Brioni](#) is currently running a marketing effort featuring actor Matt Dillon along with vignettes of prominent Romans wearing Brioni.

A video was also released last month called "The Women Behind Tailoring" to honor women and in support of the brand's stand against violence toward that gender.

The brand recently welcomed actor Brad Pitt as its ambassador.



Brad Pitt to stump for Brioni. Image credit: Brioni

Mr. Benabadji is familiar with Brioni. He was the company's director of strategy and development after Kering acquired the brand in 2011.

The association with Kering is longer. After kicking off his career as a consultant, Mr. Benabadji joined Kering in 2003 and held several executive roles within the organization.

BRIONI IS the key menswear brand in the Kering portfolio that includes Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux and Kering Eyewear. The group has 35,000 employees worldwide with total revenue last year of \$15 billion.

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