

APPAREL AND ACCESSORIES

La Perla nabs Oscar de la Renta exec Morgan Richardson to grow lingerie business

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Morgan Richardson is brand president for La Perla in charge of North America and Mexico. Image courtesy of La Perla

By STAFF REPORTS

Morgan Richardson has been named brand president of North America and Mexico for La Perla with a mandate to fine-tune strategy and grow the Italian lingerie brand in a competitive and changing landscape.

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Ms. Richardson was previously vice president of merchandising and product development at U.S. fashion label Oscar de la Renta. She will be based in New York.

"Morgan's appointment is fundamental in the overall brand strategy, as she will lead the region through rapidly and precisely accelerating LFL growth and network expansion into 2020 and beyond," La Perla said in a statement.

Skin in the game

The executive has spent several years in the luxury fashion business, including serving in executive merchandising and management roles at retailers such as Barneys New York and Bloomingdale's.



La Perla is heavily invested in lingerie and nightwear. Image credit: La Perla

Founded in 1954, **La Perla** has struggled in the past few years with issues such as brand expansion into non-core categories such as menswear ready-to-wear, jeans, handbags and footwear, slowing innovation and troubles with Italian unions over redundancies planned for manufacturing in Bologna.

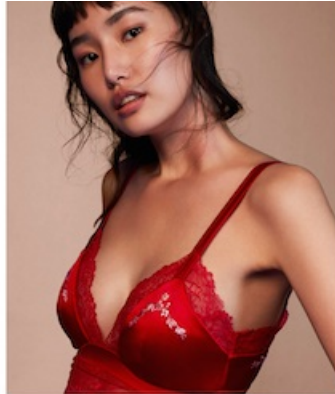
Add to that turmoil three different owners in the past two decades.

La Perla's core business used to be lingerie and nightwear, very often for special occasions.

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La Perla's line for Chinese New Year. Image credit: La Perla

UNDER NEW OWNER, private equity firm Sapinda Holding, La Perla is working on plans to right the ship.

New hires and back-to-basics, as well as innovation in materials and customer use cases, is where La Perla group CEO Pascal Perrier is focusing.

La Perla also recently listed on Paris' Euronext Growth Market.

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