

APPAREL AND ACCESSORIES

## Matthew M. Williams takes over from Clare Waight Keller as creative chief of Givenchy

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By LUXURY DAILY NEWS SERVICE

Matthew M. Williams has taken over as creative director of LVMH-owned fashion house Givenchy, a role previously held for three years by Clare Waight Keller.

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The new hire is founder of luxury streetwear brand 1017 ALYX 9SM and a collaborator of entertainers Kanye West and Lady Gaga. The California native will be responsible for Paris-based Givenchy's menswear and womenswear collections, relocating with his family from Ferrara in Italy to Paris.

"I am extremely honored to join the House of Givenchy," Mr. Williams said in a statement. "The maison's unique position and timeless aura make it an undeniable icon and I am looking forward to working together with its ateliers and teams, to move it into a new era, based on modernity and inclusivity."

"I am grateful to the LVMH group for trusting me with the opportunity to fulfill my lifelong dream," he said.

"In these unprecedented times for the world, I want to send a message of hope, together with my community and colleagues, and intend to contribute towards positive change."

More modern, more inclusive

Founded by Hubert de Givenchy, the House of **Givenchy** is one of the most prestigious in LVMH's portfolio and known for its haute couture.

With Mr. Williams' arrival, Givenchy has had three creative chiefs in the past three years, including Ricardo Tisci, now chief creative officer of U.K.'s Burberry.

Mr. Williams had has no formal design training, but is well verse with the haute street scene and cut from the same cloth as Louis Vuitton's Virgil Abloh, with a pulse on contemporary youth culture. He will not give up his ALYX brand with the move to Givenchy.

Mr. Williams will present his first collection for Givenchy in Paris in October.

The hope is that he will turn it into another blockbuster brand for LVMH, an aspiration that was not met with the previous occupants of Mr. Williams' title.

Ms. Waight Keller's last collection was the womenswear show held March 1 ([see story](#)).

"I want to warmly thank Clare Waight Keller for her contribution to Givenchy's latest chapter," said Sidney Toledano, chairman/CEO of LVMH Fashion Group in a statement April 10 from the company's Paris headquarters.

"Under her creative leadership, and in great collaboration with its ateliers and teams, the maison reconnected with the founding values of Hubert de Givenchy and his innate sense of elegance," he said. "I wish Clare all the best in her future endeavors."

Ms. Waight Keller has given no hint of her next move.

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