

APPAREL AND ACCESSORIES

LVMH names new Rimowa CEO after Tiffany & Co. takeover

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Founded in 1898, Rimowa has been part of LVMH since 2016. Image credit: Rimowa

By LUXURY DAILY NEWS SERVICE

France's **LVMH Mot Hennessy Louis Vuitton** has tapped Hughes Bonnet-Masimbert as the new CEO and chairman of German luggage brand Rimowa, per media reports.

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As part of management changes triggered by the conglomerate's takeover of Tiffany & Co., Mr. Bonnet-Masimbert takes over from Alexandre Arnault at the German luggage brand in the wake of his departure to become executive vice president, product and communications at the U.S. jeweler. Mr. Bonnet-Masimbert has worked at Rimowa since 2018, according to *Women's Wear Daily*, and was formerly Rimowa's executive vice president for sales and client operations.

Busy week for LVMH

This week, LVMH Mot Hennessy Louis Vuitton made leadership changes at Tiffany & Co. after completing its acquisition of the U.S. jeweler.



Alexandre Arnault, outgoing CEO of Rimowa, is Bernard Arnault's second-oldest son. Image credit: Twitter

The two brands began acquisition discussions in late 2019, and the deal nearly fell apart this summer with both

parties pursuing legal action ([see story](#)). With the \$15.8 billion deal officially finalized, Tiffany & Co. joins the watches and jewelry division at LVMH, alongside distinguished jewelers such as Chaumet and Bulgari.

LVMH has named Anthony Ledru the new CEO of Tiffany, effective immediately. Mr. Ledru was previously senior vice president of North America at Tiffany before joining LVMH where he most recently served as executive vice president of global commercial activities at Louis Vuitton.

Joining Mr. Ledru in the C-suite is Alexandre Arnault, who was in the top job at Rimowa since 2017. Just 28, he first joined LVMH and Groupe Arnault to focus on digital innovation after working as a McKinsey consultant and in private equity at KKR ([see story](#)).

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