

APPAREL AND ACCESSORIES

Donald Kohler exits Salvatore Ferragamo

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Salvatore Ferragamo is facing leadership changes. Image credit: Shutterstock

By LUXURY DAILY NEWS SERVICE

Italian fashion house Salvatore Ferragamo is parting ways with its CEO of the Americas, Donald Kohler.

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Mr. Kohler first joined the fashion house in September 2017 as new chief executive officer of the Americas region and chief retail officer of the worldwide group, which was then a new position. According to *Women's Wear Daily*, Salvatore Ferragamo confirmed that Mr. Kohler was leaving the company to pursue other opportunities at the end of his contract.

Looking back and moving forward

As Ferragamo actively searches for a successor, the company has appointed Florence-based group CEO Michaela le Divelec to take on Mr. Kohler's role on an interim basis.

In 1990, Mr. Kohler began his career at Macy's in the executive training program. He then joined Gap in San Francisco in 1993, taking on the role of vice president of merchandise planning for the internal division.

After 11 years at Gap, Mr. Kohler joined Williams-Sonoma and then Burberry Group in London in 2008 as corporate vice president of planning. In 2015, he was appointed president of Burberry Americas.

The Italian fashion house has felt the negative effects of the pandemic, with its North America revenues down from 23 percent in 2019 to 21 percent in 2020. *WWD* is reporting additional expected changes at the fashion house, including cutting back the number of family members on the board of Salvatore Ferragamo and increasing the number of independent directors.



Ferragamo has been experimenting with more virtual services. Image credit: Salvatore Ferragamo

Ferragamo's general shareholders meeting will approve a new board on April 22 and select a chairman and CEO.

With the negative ramifications of the COVID-19 pandemic in mind, Salvatore Ferragamo is thinking critically about how to improve both sales and customer experience.

Earlier this year, Salvatore Ferragamo announced its partnership with customer experience company Medallia to improve CX both in-store and virtually. Ferragamo's partnership with [Medallia](#) is inviting consumers to share information, including sentiments, about their customer service experiences with the brand, and is hoping to use the information to construct effective solutions to financially impacted issues and to strengthen consumer trust ([see story](#)).

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