APPAREL AND ACCESSORIES

Valentino appoints new Greater China CEO

April 16, 2021

Chinese actor Guan Xiao Tong for Valentino. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino has named a new chief executive officer for Greater China, as the brand looks to accelerate growth in the region.

Mitchell Bacha became Valentino's CEO Greater China effective April 9, reporting to the chief commercial officer Marco Giacometti. He is tasked with strengthening brand awareness and ecommerce presence in the region, as well as supporting Valentino's retail expansion.

Valentino moves
Mr. Bacha brings years of experience in Asia to his new role at Valentino.

He spent eight years with German fashion label Hugo Boss, including leadership stints focused on retail and wholesale channels in China and Asia Pacific. Mr. Bacha then joined LVMH's Celine, where he served as managing director for the label in China.

Mitchell Bacha has previously worked with luxury fashion brands Celine and Hugo Boss. Image credit: Mitchell Bacha

Most recently, Mr. Bacha was based in Shanghai as Asia Pacific CEO for denim brand Diesel.

At Valentino, he will support regional implementation of the brand's client- and consumer-centric strategy and retail

initiatives. Mr. Bacha will also develop and oversee a new strategy to expand the brand within the Greater China region.

Earlier this year, Valentino appointed Enzo Quarenghi as chief client officer and digital acquisition, as the brand focuses on digital and marketing.

Valentino has been leaning on interactive campaigns, including a new immersive virtual reality experience, to build engagement with digital-first consumers. These digital innovations may especially resonate with tech-savvy Chinese affluents, while teaching consumers about the label's heritage and offerings (see story).