

APPAREL AND ACCESSORIES

Valentino names new CEO for Japan and Korea

May 7, 2021



Son Ye-jin photographed in Seoul for Valentino. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label Valentino has announced Masumi Shinohara as chief executive officer for Japan and Korea as the brand looks to secure its positioning in both markets.

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Effective May 1, Mr. Shinohara is leading business expansion in both regions with an emphasis on improving brand visibility by strengthening department store relationships and evaluating new openings and relocations. He reports to Marco Giacometti, chief commercial officer at Valentino.

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Mr. Shinohara is a luxury industry veteran.

At L'Oreal, he was based in Paris as part of the luxury product division and then relocated to Hong Kong where he oversaw travel retail for Japan and Korea. Mr. Shinohara then joined French luxury group LVMH, where he held several roles before becoming president and CEO of Berluti Japan.



Masumi Shinohara. Image courtesy of Valentino

Most recently, he was the president and representative director for Ermenegildo Zegna Japan.

Mr. Shinohara will be responsible for regional implementation of Valentino's new strategies for "client and colleague centricity" and "retail excellence." He will also play a role in digital projects and other strategies.

Valentino has been focusing on strengthening its position in Asia.

In another recent appointment, the brand named Mitchell Bacha as Greater China CEO. Mr. Bacha brings years of experience in Asia to his new role at Valentino, with stints at Hugo Boss and LVMH ([see story](#)).

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