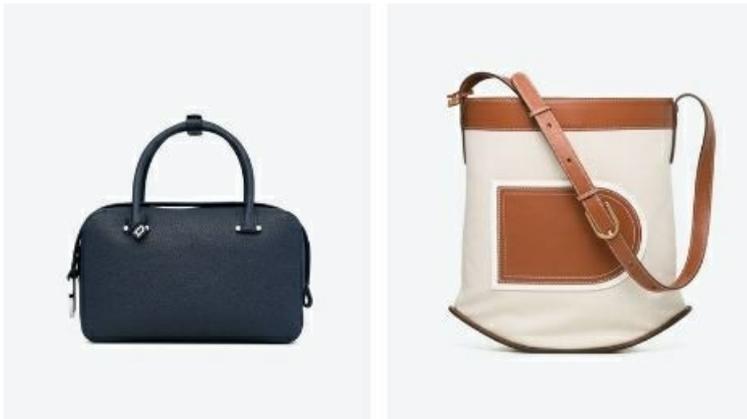


APPAREL AND ACCESSORIES

## Delvaux appoints house alum Jean-Marc Loubier as new CEO

September 22, 2021



*In 1908, Delvaux became the first house to file an official patent for a leather handbag, thus being lauded as the inventor of the modern luxury handbag. Image credit: Delvaux*

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By LUXURY DAILY NEWS SERVICE

Richemont-owned leather goods house Delvaux has appointed a familiar face as its new CEO.

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Effective Sept. 21, Jean-Marc Loubier is the CEO of the house, returning for his second stint in the role after leading Delvaux's global expansion in the 2010s. Mr. Loubier is working on a mission to realize the full potential of the maison, positioning the house as an integral feature in the leather goods luxury market.

Leadership, part two

Mr. Loubier, a cofounder of First Heritage Brands, initially invested in Delvaux in 2011. As the house's executive chairman, he defined and executed a strategy to position Delvaux as one of the most sought-after brands at the apex of the luxury market.

According to *Women's Wear Daily*, Mr. Loubier led Delvaux's sales in growing from 18 million euros to about 120 million euros as the brand expanded into China, South Korea and Japan while additionally opening flagships in New York, London and Milan.



*Jean-Marc Loubier will serve as CEO of Delvaux for the second time. Image credit: U.S. Fashion Network*

Mr. Loubier stepped down as Delvaux's chairman and CEO in 2019, and now returns in reporting to Philippe Fortunato, CEO of fashion and accessories maisons at Richemont.

Earlier this year, Richemont purchased 100 percent of Delvaux from First Heritage Brands, a vehicle of Chinese billionaire brothers Victor and William Fung. Financial terms were not disclosed ([see story](#)).

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