

COMMERCE

Kering underscores importance of Asia Pacific with new appointment

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Thierry Marty is the first president of Kering North and South-East Asia Pacific. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering is supporting the long-term growth of its presence in Asia Pacific with the creation of a new role.

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Effective Oct. 1, Thierry Marty has been appointment president of Kering North and South-East Asia Pacific. The region includes Japan, Korea, Southeast Asia, Australia and New Zealand.

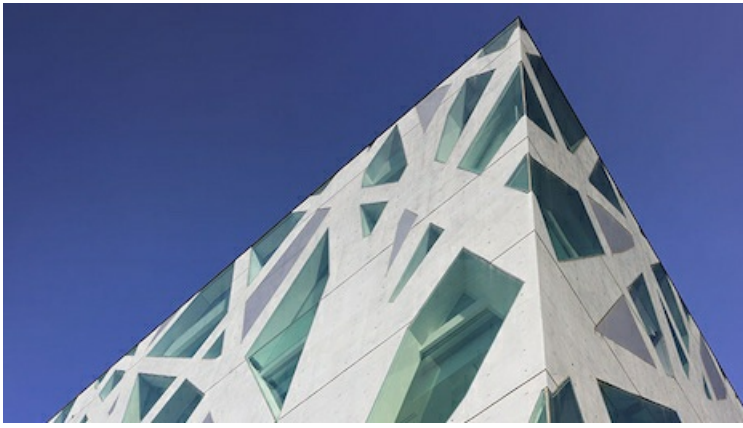
"We are delighted to welcome Thierry Marty to reinforce Kering's presence in North and Southeast Asia Pacific," said Jean-Francois Palus, group managing director of **Kering**, in a statement.

"Having lived more than 20 years in Asia, he brings extensive experience and in-depth knowledge of the luxury industry in these markets," he said. "We are convinced that he will add an important contribution to the implementation of our strategy in North and Southeast Asia Pacific."

Focus on Asia

Mr. Marty has more than two decades of luxury experience in Asia, including stints in Singapore, Tokyo and Seoul.

He began his career at Deloitte and joined French luxury group LVMH in 1995, eventually transitioning from finance positions to general management roles. He has held leadership roles at Fendi, Celine, Bulgari and Louis Vuitton, as well as Richemont's Cartier.



In 2020, Kering opened a new headquarters in Tokyo. Image credit: Kering

Most recently, Mr. Marty was CEO at Louis Vuitton Korea.

For his new role at Kering, Mr. Marty will be based in Seoul and report to Mr. Palus. No changes have been made regarding Kering's leadership in Greater China.

Asia Pacific is a key market for luxury groups, including Kering.

In the first half of the fiscal year 2021, strong demand in North America and Asia Pacific drove sales generated in Kering's directly operated stores, which were responsible for about 80 percent of the maisons' first half sales ([see story](#)).

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