

APPAREL AND ACCESSORIES

## Ferragamo names Barney's alum Daniella Vitale as CEO North America

October 12, 2021



*Ferragamo is adding to its international leadership team. Image credit: Salvatore Ferragamo*

By LUXURY DAILY NEWS SERVICE

Italy's **Salvatore Ferragamo Group** has named two luxury industry veterans to its management structure, focusing attention in two key markets.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Vincenzo Equestre joined Ferragamo as CEO for Europe, Middle East and Africa on Oct. 7, while Daniella Vitale is set to become CEO of North America effective Oct. 18. These are the latest executive moves for the Italian fashion house, which has made several changes this year.

### New leadership

In a full circle moment, Ms. Vitale began her fashion career in merchandising at Salvatore Ferragamo more than three decades ago.

After a stint at Giorgio Armani, Ms. Vitale joined Italian fashion house Gucci, where she eventually became president and CEO for United States. She departed Gucci for U.S. department store chain Barney's New York, a tenure that lasted nearly 10 years and saw her become the retailer's president and CEO.



*Daniella Vitale is joining Ferragamo. Image credit: Wikimedia*

Most recently, Ms. Vitale was the chief brand officer and executive vice president at Tiffany & Co., departing after the U.S. jeweler was acquired by French luxury conglomerate LVMH.

Mr. Equestre arrives at Ferragamo after holding international leadership roles at beauty group L'Oral, including the luxury division, and within LVMH. He has held positions at Louis Vuitton, Christian Dior and, most recently, Chaumet.

Ferragamo saw its revenues rebound from 2020 in the first half of 2021, with North America recording an increase of 103 percent year-over-year. EMEA, still experiencing store lockdowns, saw a revenue increase of 22.3 percent in the first half of the year, with a 113 percent increase in Q2 ([see story](#)).

The company is also awaiting Marco Gobbetti to join as CEO and general manager once he is released from his contractual obligations at Britain's Burberry at the end of 2021. He will succeed Micaela Le Divelec Lemmi, who left Ferragamo this fall ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.