

APPAREL AND ACCESSORIES

Burberry names Jonathan Akeroyd new CEO

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Jonathan Akeroyd has previously been the CEO of both Versace and Alexander McQueen. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label **Burberry** is announcing Versace alum Jonathan Akeroyd as its new CEO, effective April 1, 2022.

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Mr. Akeroyd has been the chief executive officer of Italian fashion label Versace since 2016, and previously served as the CEO of Alexander McQueen from 2004 to 2016. Mr. Akeroyd will succeed Marco Gobbetti, current CEO of Burberry, who is exiting the label on Dec. 31.

"I am honored to be joining Burberry as chief executive officer," Mr. Akeroyd said in a statement. "I have long admired Burberry's position as the most iconic British luxury brand and I have a deep affection for its storied heritage."

New CEO, same heritage

Mr. Akeroyd will be actively working in continuing Burberry's commitment to excellence and innovation in luxury. During his time at Versace, he reorganized and accelerated the growth of the Italian fashion house, elevating product, communications and the customer experience.

In his decade-plus at Alexander McQueen, he helped the brand prepare for global expansion. Mr. Akeroyd also held several senior fashion roles at British department store chain Harrods.



Charlotte Samaroo for Burberry. Image credit: Burberry

He will begin his tenure on April 1, 2022, reporting to Gerry Murphy, chair of Burberry, and the board of directors.

"I am looking forward to returning to London where I first built my career in the luxury industry to join a talented team with ambitious plans for the future and a strong platform to accelerate growth," Mr. Akeroyd said.

Burberry saw strong double-digit growth in brand value since 2020, according to new insights from BrandZ.

The fashion label ranks 10th among luxury fashion brands worldwide ([see story](#)). It also is the sole representative of luxury fashion on BrandZ's U.K. list ([see story](#)).

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