

APPAREL AND ACCESSORIES

Loro Piana names Dior's Damien Bertrand as CEO

October 28, 2021



Loro Piana has a new CEO. Image credit: Loro Piana

By LUXURY DAILY NEWS SERVICE

LVMH-owned apparel and accessories label Loro Piana has a new chief executive officer.

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

First reported by *Women's Wear Daily*, Damien Bertrand will become the Italian label's CEO effective Nov. 15. Loro Piana is one of several luxury brands to welcome new executive leadership this year.

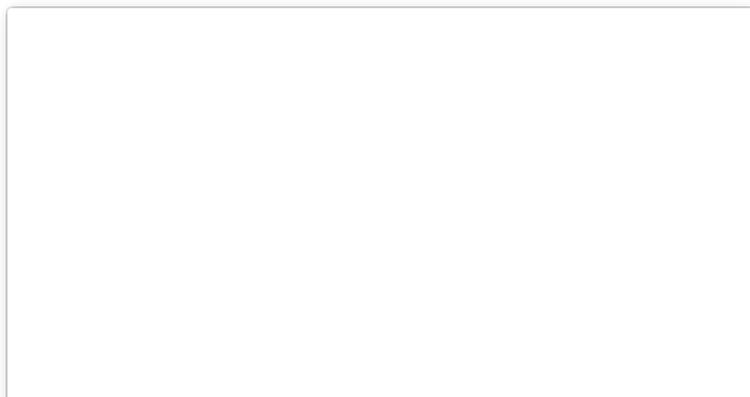
Loro Piana was reached for comment.

Management moves

As is common at the French luxury conglomerate, LVMH Mot Hennessy Louis Vuitton looked to its expansive portfolio for Loro Piana's new CEO.

Mr. Bertrand comes to Loro Piana from French fashion house Christian Dior, where he has served as managing director since 2016. Per *WWD*, he began his career at LVMH's Guerlain before spending nearly two decades at L'Oral in numerous management roles.

His predecessor, Fabio d'Angelantonio, is leaving Loro Piana after five years as CEO. He joined the label in September 2016, three years after it was acquired by LVMH ([see story](#)).



[View this post on Instagram](#)

A post shared by Loro Piana (@loropianaofficial)

Loro Piana debuted its first capsule collection this October

Known for its luxurious natural textiles such as cashmere and vicuna, Loro Piana is trying to reach a younger clientele. The label recently launched its first capsule collection, tapping Japanese musician, artist and designer Hiroshi Fujiwara for the partnership.

Several luxury brands, including Burberry and Ferragamo, have named new chief executives in recent weeks. Within LVMH, Pucci and Kenzo both have new creative directors, each of whom had existing working relationships with the luxury group.

LVMH's fashion and leather goods category achieved record revenue in the third quarter of 2021.

The fashion and leather goods group recorded organic growth of 24 percent y-o-y for revenues of 7.452 billion euro, or about \$8.589 billion a new quarterly record. Revenues are also up 38 percent on an organic basis from Q3 2019 ([see story](#)).

© 2021 Napean LLC. All rights reserved.

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