APPAREL AND ACCESSORIES

Valentino names Alessandra Andreani CEO South Asia, Australia

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Alessandra Andreani. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino has announced Alessandra Andreani as its newest chief executive officer of the South East Asia and Australia markets.

In her new role, Ms. Andreani reports to Marco Giacometti, chief commercial officer, and will be responsible for Valentino's presence in the South East Asia market with a focus on Singapore, Malaysia, Australia and Thailand. Her role became effective on Oct. 18, 2021.

Focus on Asia

In accordance with Valentino's headquarters in Milan, Ms. Andreani will direct the brand as it evolves through a new phase, while also promoting the client and colleague-centric strategy and implementing brand awareness at a local level.

Her first challenge as CEO will be the new opening of the Valentino flagship store in Sydney scheduled for the beginning of 2022.

Valentino is opening a new flagship in Sydney in 2022. Image credit: Valentino

Ms. Andreani has a breadth of experience within the fashion and luxury industry.

Prior to joining Valentino, Ms. Andreani has held positions at Prada, Marc Jacobs and Loewe, where she served as CEO Japan and then managing director of China.

Luxury fashion houses have been looking to strengthen their presence and customer relationships within the Asia-Pacific market through ambassadorships.

Valentino celebrated brand ambassador and singer Lay Zhang's birthday with an inspiring campaign showcasing its newest limited-edition sneaker.

A reiteration of Valentino Garavani's classic one-stud sneaker, the "Xing" Purple One Stud shoes were inspired by the Chinese rapper and singer. In a new film campaign for the shoes, Valentino unveils the steps Mr. Zhang takes to achieve his dreams (see story).