

APPAREL AND ACCESSORIES

## Richemont's Delvaux names new chief brand officer

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*Delvaux was acquired by Richemont in summer 2021. Image credit: Richemont*

By LUXURY DAILY NEWS SERVICE

Belgian leather goods house Delvaux is welcoming back a former executive as its new chief brand officer.

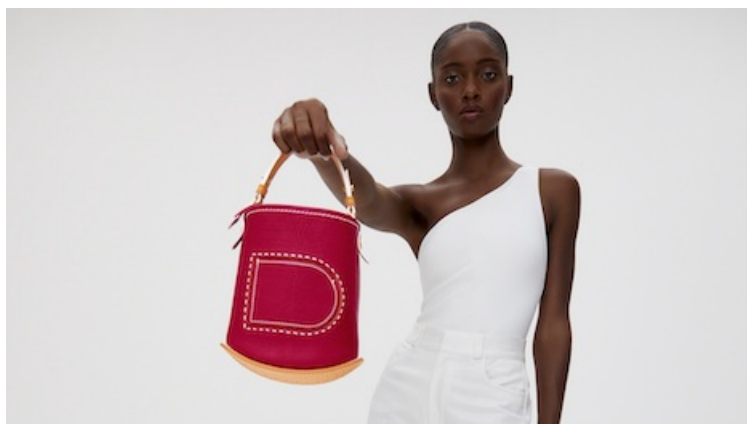
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According to *Women's Wear Daily*, Ermanno Piraes has been named chief brand officer at Delvaux, effective immediately. Mr. Piraes was previously the house's global director of communications and departed the brand in 2020.

Run it back

Per *WWD*, Mr. Piraes will be based in Brussels, where he will lead the communications department. Responsibilities will encompass press, public relations, events and digital communications.

He will also work closely with other Delvaux departments, including merchandising and ecommerce.



*Delvaux was founded in 1829. Image credit: Delvaux*

Mr. Piraes first joined Delvaux in early 2018, following a nearly 13 year tenure at Italian fashion label Fendi.

He is the second executive to return to Delvaux this year, following the house's takeover by Swiss luxury

conglomerate Richemont.

In September, Jean-Marc Loubier returned as chief executive officer at Delvaux, his second stint in the role after leading the brand's global expansion in the 2010s. He had stepped down as chairman and CEO in 2019, and now reports to Philippe Fortunato, CEO of fashion and accessories maisons at Richemont ([see story](#)).

Richemont acquired a 100 percent stake in Delvaux this June through a private transaction. Through the acquisition, the group is looking to position Delvaux for its next stage of development by leveraging Richemont's global presence and digital capabilities ([see story](#)).

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