

APPAREL AND ACCESSORIES

## Etro appoints Marco de Vincenzo as creative director

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*Marco de Vincenzo served as leathers goods designer at Fendi since he was 21 years old. Image credit: Etro*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Etro has tapped Marco de Vincenzo to take over as its newest creative director, effective June 1.

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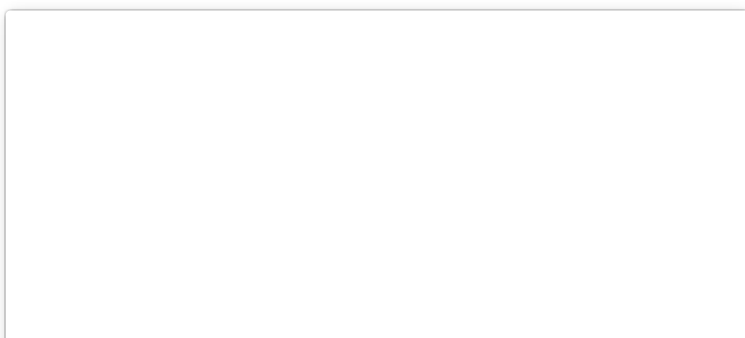
The designer will oversee both the brand's womenswear and menswear lines, marking his debut with his women's spring/summer 2023 collection at Milan Fashion Week in September. He replaces the current directors and brand family members, Veronica and Kean Etro.

"As part of the brand's new course, we welcome with enthusiasm the arrival of Marco de Vincenzo," said Fabrizio Cardinali, CEO of Etro, in a statement.

"Through his sensitivity for colors, prints and fabrics, we are sure that Marco will be able to translate at best Etro's extraordinary heritage into new interpretations for the different brand's collections and also giving a new drive to the world of accessories"

### New directions

The Messina-born designer moved to Rome at the age of 18 to study fashion at the Istituto Europeo del Design. A few years later, he joined Italian fashion house Fendi to assist creative director Silvia Venturini Fendi as the head designer of leather goods.



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*Etro is known for its paisley motif and bold colors and textiles*

In 2009, Mr. de Vincenzo launched his eponymous label, presenting his haute couture collection in Paris and, later that year, was awarded the main prize in *Vogue Italia's* "Who Is On Next" competition for young designers.

In 2014, French luxury conglomerate LVMH signed a deal with the designer to expand his brand through a 45 percent acquisition.

Now, he joins Etro as the brand looks to move in a new direction.

The brand continuously aims to push the envelope in the fashion industry. For instance, in 2017, it brought mens- and womenswear together on the runway the first co-ed show for the family-run business.

With this move, Etro joined a growing number of houses that were presenting a unified vision for a season regardless of gender ([see story](#)).

The announcement of Mr. de Vincenzo's appointment comes after the Etro family sold a majority stake last year to LVMH-backed private equity firm L Catterton.

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