

APPAREL AND ACCESSORIES

Pucci names new CEO in pivot to see-now, buy-now

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Saar Debrouwere is the new CEO of Emilio Pucci. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Emilio Pucci** has appointed a new CEO, Saar Debrouwere.

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Ms. Debrouwere is slated to begin her new role in July as the label pivots to a model with more frequent releases, enabling consumers to instantly obtain desired looks. The new CEO is joining the company after serving as executive vice president, design and product at fashion house Icicle.

"I am delighted with the appointment of Saar as managing director of Pucci," said Sidney Toledano, chairman/CEO of the **LVMH Fashion Group** and a member of the LVMH Executive Committee, in a statement.

"Her commercial international experience in the Product Departments of various Maisons have ideally prepared her to assume this responsibility," he said. "Her energy, rigor and enthusiasm will be key assets in leading the entire team to success in this new adventure."

Women's Wear Daily first reported the appointment.

New heights

The Belgian fashion executive has served in her role at Icicle since 2020. Prior to that, she worked for Acne Studios, a Swedish fashion house where she operated as the ready-to-wear director, studio and product, and then chief product officer.

She graduated from the Royal Academy of Fine Arts in Ghent, receiving a master's degree in contemporary art and photography. She went on to work in several different roles, including project manager and collection director for different organizations.



Pucci also named a new creative director last fall. Image credit: Pucci

With her breadth of experience, especially in the ready-to wear fashion arena, Ms. Debrouwere's appointment melds well with Pucci's pivot to a see-now, buy-now model for consumers.

With said model and more frequent product drops, Pucci is hoping to help shoppers connect with current trends immediately and seamlessly.

Ms. Debrouwere will be working alongside her creative counterpart, artistic director Camille Miceli.

Ms. Miceli, who joined the label last fall, is the first woman to lead Pucci. This marks the first time Ms. Miceli will serve as a ready-to-wear fashion designer ([see story](#)).

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