

## Swarovski names first external CEO

June 15, 2022



*The crystal designer has appointed its first non-family CEO. Image credit: Swarovski*

By LUXURY DAILY NEWS SERVICE

Austrian crystal and jewelry designer Swarovski has tapped Alexis Nasard as its first external CEO as it transitions from a family-managed to a family-owned business.

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

First announced on professional networking platform LinkedIn, the leadership change signifies a historic moment in the company's history, as it has been led by members of the Swarovski family until now. The current interim CEO, Michele Molon, has been appointed to the newly created position of chief commercial officer.

"With the appointment of Swarovski's first external CEO, we are taking an important further step in establishing a sustainable governance model," said Luisa Delgado, chair of the board of directors at [Swarovski](#), in a statement.

"With Alexis Nasard as the new CEO, we are very pleased to have been able to select a highly experienced and transformational leadership personality who is capable of leading Swarovski in the affirmation of its iconic luxury heritage and through its business transformation."

### Major internal changes

A graduate of Harvard Business School, Mr. Nasard joins Swarovski with more than 30 years of experience in consumer packaged goods and fashion and retail.



*Swarovski is looking to make major changes within the company and brand. Image credit: Swarovski*

For the last six months, he served as a senior business advisor at consulting firm McKinsey and Company, and prior to that, he was the CEO of Kantar and Bata Group.

For almost two years, Mr. Nasard served as a member of the board of directors for Salvatore Ferragamo.

His position as CEO of Swarovski will begin on July 4, 2022.

In the theme of transformation, Swarovski recently introduced supermodel Bella Hadid as the new face of its brand in a colorful campaign.

Imagined by creative director Giovanna Engelbert and shot by Mert Alas and Marcus Piggott, the collection of still images aimed to capture the versatility of Swarovski crystals through a contemporary and diverse lens.

With the campaign, Swarovski seemed to be looking to attract a new type of consumer one that sees crystals as joyful glam rather than only reserved for opulent gatherings. The brand is conveying the idea that crystals can be a part of one's everyday style or wardrobe ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

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