

COMMERCE

Valentino names new Americas CEO, ex-LVMH leader to lead regional retail expansion

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Valentino names new Americas region CEO. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is announcing the appointment of Daniel Paltridge as CEO of the Americas, effective Dec. 1, 2022.

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The newly-instated executive has been tasked with driving strategy and expansion for the market across retail and wholesale sales channels. Mr. Paltridge reports directly to chief operating officer of the Americas, Europe, the Middle East and Brazil, Laurent Bergamo.

"Very honored and excited to have joined Valentino as CEO Americas," said Mr. Paltridge in a statement.

"And to partner with the team in writing the next chapter in this brand's iconic journey as the foremost Italian Maison de Couture."

A heritage of couture

The executive will center his work around unity and excitement for the company, acting as an ambassador for the brand while honing in on retail engagement and centering the consumer experience in that effort.

Mr. Paltridge is largely responsible for enacting Valentino's "Client and Colleague Centric" strategy part of the Italian maison's restructuring effort, the approach sees global store renovations as one key pillar ([see story](#)) and will work closely with the company headquarters to execute.

The position involves paying special attention to the client experience, both digitally and in-house. Luckily, the appointee brings an extensive level of regional retail expertise to the independent house.



Valentino's redesign places an emphasis on strong customer service, in the hopes of better engaging luxury clientele. Image courtesy of Valentino

The executive hails from LVMH, having held several leadership roles over the course of 19 years, starting out at French fashion label Louis Vuitton before becoming president for the Americas at French fashion label Bulgari.

The seven years served in his latest position allow Mr. Paltridge to bring in-depth knowledge of the region to this new role.

With this series of both corporate and commercial refreshes, Valentino intends to bring interior aesthetics in line with a larger "Maison de Couture" ethos, marrying Italian hospitality with business operations and elevating the customer experience all around.

Mr. Paltridge is now tasked with continuing the transformation.

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