

APPAREL AND ACCESSORIES

## LVMH taps Dior CEO to lead Louis Vuitton, Arnault daughter slots into top spot at Dior

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*The change-ups within the company go into effect next month, signaling a new era for Louis Vuitton and all involved. Image credit: LVMH/Jean-Franois Robert*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is announcing the executive appointment of current Christian Dior Couture chief executive and chairman Pietro Beccari as now-chairman and chief executive officer at Louis Vuitton, naming Delphine Arnault as his successor.

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Effective Feb. 1, 2023, both Mr. Beccari, who has helmed Christian Dior Couture since 2018, and Ms. Arnault, who has held the title of executive vice president at Louis Vuitton since 2013, will transition into the new respective leadership roles. Alongside enacting C-Suite shifts, LVMH is sharing news of additional organizational shifts within the Group's Watches & Jewelry Division.

Fashion going forward

The shakeups at the French fashion house Christian Dior and French luxury fashion house Louis Vuitton are newly-announced, as of Jan. 11.

Mr. Beccari takes over for former Louis Vuitton CEO Michael Burke, who ran the luxury house for a decade, watching over the transition in the aftermath of LVMH's Tiffany & Co. acquisition in 2021. Mr. Burke will now report directly to Mr. Arnault in an advisory capacity for which a title is unspecified, per a statement quoting the conglomerate's CEO.

"Pietro Beccari has done an exceptional job at Christian Dior over the past five years," said Bernard Arnault, chairman and CEO of **LVMH**, in a statement.

"His leadership has accelerated the appeal and success of this iconic Maison," Mr. Arnault said. "The reinvention of the historical boutique at 30 Montaigne is emblematic of this momentum.

"I am sure Pietro will lead Louis Vuitton to the next level of success and desirability."

Filling the void resulting from Mr. Beccari's transition, Mr. Arnault's daughter will take the reigns at Dior, having supervised all Louis Vuitton product-related activities in an executive function prior to the change.

"The appointment of Delphine Arnault is another milestone in a career journey in fashion and leather goods defined by excellence, first during 12 years at Christian Dior and then at Louis Vuitton for the past decade where she was number two with responsibility for all of the Maison's product activities," Mr. Arnault said.

"Under her leadership, the desirability of Louis Vuitton products advanced significantly, enabling the brand to regularly set new sales records," he said. "Her keen insights and incomparable experience will be decisive assets in driving the ongoing development of Christian Dior."



*Leadership between the companies is to reorganize, as Ms. Arnault steps up. Image credit: LVMH*

Charles Delapalme is to become the new managing director at Christian Dior Couture. He has been the executive vice president of the brand since 2018.

"I am delighted with the promotion of Charles Delapalme at Christian Dior," Mr. Arnault said.

"He has pursued an admirable career within the LVMH Group for the past 17 years," he said. "He has made a significant contribution to the growth of the Maison thanks to his commercial expertise and remarkable strategic vision."

The integration of LVMH brands U.S. jeweler Tiffany & Co. and Italian jeweler Repossi into the watches and jewelry division of LVMH marks a final shake-up.

Current watches and jewelry Division CEO and chairman Sthpane Bianchi will now oversee both business entities, steadily growing his influence within the Group. Mr. Bianchi joined LVMH as CEO of Tag Heuer and the watchmaking division in 2018.

In 2020, the executive added jewelry to his plate, taking on the title of CEO of the Watches and Jewelry Division, with Hublot, Tag Heuer, Zenith, Chaumet, FRED and the Group's most recent division addition, Bulgari, within his domain.

"The inclusion of Tiffany in the Watches and Jewelry Division is a natural step following the company's successful integration within the LVMH Group," Mr. Arnault said.

"Sthpane Bianchi's leadership skills, his understanding of products and markets, and his organizational acumen have enabled the Maisons in the division to achieve remarkable results under his management," he said. "This includes the successful revamping of TAG Heuer, the acceleration of Chaumet, Fred and Zenith, along with continued excellent performance by Hublot and Bulgari.

"Sthpane will further heighten the unique appeal of each of these Maisons while developing effective synergies among them."