

JEWELRY

## John Hardy names longtime luxury goods executive as new CEO

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*John Hardy is set to benefit from Mr. Levy's 20 years of executive experience, having worked on an international scale. Image credit: John Hardy*

By LUXURY DAILY NEWS SERVICE

Balinese jewelry brand John Hardy is announcing a new chief executive appointment.

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The company's new leader, luxury goods and retail executive Fredric Levy, brings to the table over two decades of experience leading and bringing international teams into the digital age. He takes the reins as Kareem Gahed, who has served since 2019, steps down from the position.

"Throughout his career, Fred has demonstrated a remarkable talent for understanding how to drive market penetration for a variety of unique global brands," said J. Michael Chu, global co-CEO of L Catterton and chairman of the **John Hardy** Board of Directors, in a statement.

"L Catterton believes there is significant opportunity for the John Hardy brand globally, and we are confident that Fred is the right leader to guide the company through its next phase of growth while staying true to the distinctive heritage that sets the company apart," Mr. Chu said. "We also want to thank Kareem for his countless contributions steering John Hardy during his tenure as CEO."

### Digital decades

With a 20-year career centered around driving digital growth, Mr. Levy counts decades of experience in the space as an asset.

Most recently, Mr. Levy was the president of international business at Brazilian textile manufacturer Alpagartas Group. He led the Havaianas label outside of Brazil, strategizing digital growth.



*Inspired by Balinese traditions, the jeweler's appointment of Mr. Levy marks an emphasis on the digital side of the business. Image credit: John Hardy*

Before that, he was the president and CEO of Coravin, an American company specializing in wine products.

From 2015 to 2020, he focused his work there on developing technological pursuits and growing the company's European and domestic reach.

For nine years, he also was the president of Nespresso USA, improving brand equity in the country.

"I am honored to be taking on the CEO role to drive the exciting vision for the brand forward," Mr. Levy said.

"John Hardy has a unique and authentic artistic foundation, and I am thrilled to be working with our Creative Chairman, Reed Krakoff, and the rest of our gifted team to take advantage of the significant opportunities ahead," he said. "Together we will find creative ways to grow the John Hardy brand globally while staying true to our brand values."

The brand has been exploring new means of expansion in recent years, turning to the brick-and-mortar face of the business back in 2019 as demand for the shopping format surged ([see story](#)).

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