

COMMERCE

Gucci names Sabato De Sarno as new creative director

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The role of creative director was previously held by Alessandro Michele. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci, by way of parent company Kering, has appointed Sabato De Sarno to the creative director post, filling the position vacated by Alessandro Michele last November.

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Mr. De Sarno currently serves as fashion director for Valentino's men's and women's ready-to-wear division. He will fulfill his obligations in his current role before beginning at Gucci, presenting his first collection for the house in September 2023.

"I am delighted that Sabato will join Gucci as the House's new Creative Director, one of the most influential roles in the luxury industry," said Marco Bizzarri, president and CEO of **Gucci**, in a statement.

"Having worked with a number of Italy's most renowned luxury fashion houses, he brings with him a vast and relevant experience," Mr. Bizzarri said. "I am certain that through Sabato's deep understanding and appreciation for Gucci's unique legacy, he will lead our creative teams with a distinctive vision that will help write this exciting next chapter, reinforcing the House's fashion authority while capitalizing on its rich heritage."

New beginnings

Hailing from Naples, Italy, Mr. De Sarno has nearly 20 years of experience in the fashion industry, specifically in the houses of his native country.

Previously, Mr. De Sarno worked for the Prada Group as an assistant pattern maker before eventually taking on the role of head designer of women's knitwear in 2008. Beginning in 2009, he moved on to Italian fashion label Valentino, where he first worked as a style coordinator for the men's collection.



The brand's Dionysus GG super mini bag, shown here, retails for \$990. Image credit: Gucci

The creative has held his current position as Valentino's fashion director for men's and women's ready-to-wear collections since July 2020.

Once his new role at Gucci commences, Mr. De Sarno will be tasked with applying the brand's vision across several verticals including men's, women's, accessories and lifestyle.

In September of 2023, he will present his first collection for the runway as part of Milan Women's Fashion Week.

"I am deeply honored to take on the role as Creative Director of Gucci," said Mr. De Sarno, in a statement.

"I am proud to join a House with such an extraordinary history and heritage, that over the years has been able to welcome and cherish values I believe in," Mr. De Sarno said, in a statement. "I am touched and excited to contribute my creative vision for the brand."

Mr. De Sarno's predecessor, Alessandro Michele, was credited with infusing the Gucci brand with a youthful spirit during his tenure ([see story](#)).