

COMMERCE

## Tom Ford announces new CEO, creative director appointments

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*Mr. Ford is departing his long-held post, guiding newly-appointed executives including longtime associate Peter Hawkings through the end of the year. Image credit: Tom Ford*

By LUXURY DAILY NEWS SERVICE

U.S. luxury brand **Tom Ford** is shaking things up at an executive level.

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Rendered effective at point of close, former Tom Ford Beauty executive Guillaume Jesel is Tom Ford brand's new president and CEO. Additionally, longtime associate Peter Hawkings will move away from his current role as senior vice president of menswear, stepping into the role of creative director as the founding designer steps down from his post.

"I could not be happier with the acquisition of the Tom Ford brand by The Este Lauder Companies," said Mr. Ford, in a statement.

"The team there has been a great partner and Guillaume is an exceptional leader, with not only a strong business understanding of beauty but a great understanding of fashion as well," he said. "I am also pleased that the Zegna Group will continue to manufacture and distribute Tom Ford fashion and accessories, and operate retail for Tom Ford Fashion.

"When contemplating the creation of the Tom Ford brand there was simply no other partner that we would have turned to, to produce high-quality fashion products and a flawless retail experience."

### Taking lead

As a buzzworthy acquisition headed by Este Lauder is closed the \$2.8 billion deal took the beauty conglomerate from licensee of the designer's namesake beauty label to owner of all intellectual property under the Tom Ford name ([see story](#)) a number of subsequent leadership shifts are surfacing.

Stepping into the roles of president and CEO, Tom Ford brand's new CEO and president brings nearly a decade of experience at Tom Ford Beauty to the table. During his tenure there, Mr. Jesel worked directly with Mr. Ford and a skilled team to expand the brand's exposure, achieving improved rankings and revenues for the makeup and fragrances categories.



Transitioning into a role at the helm of the whole operation, the executive will strategize across all product categories moving forward. Mr. Jesel will report to executive group president Jane Hertzmark Hudis and executive vice president and chief financial officer Tracey T. Travis.

"Guillaume has been instrumental in shaping the luxury beauty sector of our business," said Fabrizio Freda, president and chief executive officer of The Estée Lauder Companies, in a statement.

"His ability to articulate the Tom Ford brand has resulted in Tom Ford Beauty achieving remarkable global success, making him ideally suited to lead the Tom Ford brand into its exciting future."

Succeeding Mr. Ford in a creative capacity is Mr. Hawkins, who has worked beside the business owner for 25 years, between time spent at both Italian fashion label Gucci and the designer's namesake brand. Among his new duties, the artistic guide will spearhead the company's fashion category, taking point on shows as lead designer and reporting directly to Mr. Jesel.

"Since the creation of Tom Ford menswear, Peter has been instrumental in the success of the brand," said Mr. Ford, in a statement.

"He is an incredibly talented leader with tremendous industry experience, and his appointment gives me confidence that my commitment to creating fashion products with the highest level of design and quality will continue."

TOM FORD ARCHIVE COLLECTION AUTUMN/WINTER 2023

TOM FORD, IN HIS FINAL COLLECTION FOR HIS EPONYMOUS BRAND, HAS TURNED TO HIS ARCHIVES AND REISSUED HIS FAVORITE LOOKS FROM THE PAST 13 YEARS.

PHOTOGRAPHER: STEVEN KLEIN

CREATIVE DIRECTION: KSTUDIO

STYLIST: CARINE ROITFELD [#TOMFORD pic.twitter.com/80nj4PGXQt](https://twitter.com/80nj4PGXQt)

TOM FORD (@TOMFORD) [April 27, 2023](https://twitter.com/80nj4PGXQt)

Initial speculations of the buyout swirled as early as August of 2022 ([see story](#)).

Per the arrangement, Italian menswear company Ermenegildo Zegna Group will continue to operate as proprietors of the Tom Ford Fashion license in the current Estée Lauder era of ownership.

Expecting to announce an appointee in July, parties involved in the deal have also revealed that a new CEO will take the helm of the apparel arm of the business specifically.

An appointee will assume the role at Tom Ford Fashion in the third quarter of calendar 2023. Once installed, all three leaders will work collaboratively to achieve consistency across all channels and products post-acquisition.

Meanwhile, both Mr. Ford and Tom Ford International chairman Domenico De Sole will stay on as consultants through the end of 2023.

"I am delighted with this acquisition," said Mr. De Sole, in a statement.

"We have had a long-standing partnership between the Tom Ford brand and The Este Lauder Companies dating from the brand's inception, as well as a close relationship with Gildo Zegna and the Zegna Group over the past 30 years," he said. "Given our long and successful histories together, I am certain that the two companies, together, will carry on the legacy that Tom and I have built over the past 18 years.

"I am grateful to Tom for his magnificent vision and leadership, and I thank our amazingly talented Tom Ford team for their dedication to and hard work for the brand."

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