

COMMERCE

Jil Sander names new CEO

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Effective June 1, 2023, industry veteran Luca Lo Curzio will helm the company. Image credit: OTB Group

By LUXURY DAILY NEWS SERVICE

German fashion designer **Jil Sander**'s eponymous brand, fully owned by Milan-based holding company OTB Group as of 2021, is entering a new era in executive leadership.

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Effective June 1, 2023, industry veteran Luca Lo Curzio will helm the luxury operation. Jil Sander's fifth CEO of the last decade follows a high-profile acquisition and arrives in the midst of a phased turnaround approach.

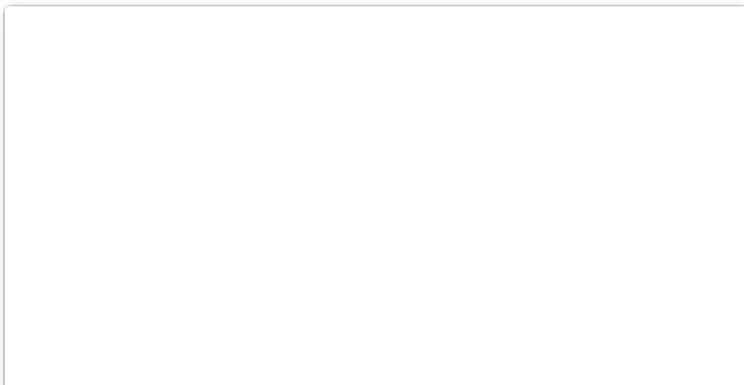
"I am sure that Luca Lo Curzio, a manager with great international experience, will be able to guide the company towards its new growth path," said Ubaldo Minelli, CEO of OTB Group, in a statement.

Acquisition aftermath

Just nine months after OTB Group's acquisition of the brand, Jil Sander reached a breakeven point, according to an **earnings statement** from the period ending Dec. 31, 2021. The conglomerate will now look to Mr. Lo Curzio to continue the trend.

Hailing from the storied Italian menswear company most immediately, Ermenegildo Zegna Group's chief executive officer for North America will, in his new role, report to Mr. Minelli, who took over at Jil Sander in light of the acquisition two years ago.

The executive also brings experiences from Luxottica in China, Bain & Company, Danone and L'Oral.



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A post shared by JIL SANDER (@jilsander)

The luxury clothing company, a cult favorite among minimalists, has been frank about struggles to find its footing in the decades following the abrupt departure of the eponymous brand's founder in January 2000.

The company subsequently handed the reins of ownership over to the likes of Prada Group, which purchased a 75 percent stake in Jil Sander in 1999, going on to accept bids from London-based [private equity firm](#) Change Capital Partners LLP and Japanese multi-brand [fashion conglomerate](#) Onward Holdings Co. Ltd. in subsequent years, entertaining creative directors such as Belgian magnate Raf Simons even Jil Sander herself.

The designer has returned to the label in a creative capacity a few times since departing.

OTB Group, a self-described operator of "unconventional" global names including Diesel ([see story](#)), Maison Margiela, Marni and Viktor & Rolf, underwent a rebrand all its own, transitioning from the use of the title "Only The Brave" to the simple moniker "OTB" in 2012.

Having shaped the brand's image since arriving in 2017, husband-and-wife pair Lucie and Luke Meier will remain creative directors under Mr. Lo Curzio's care.

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