

COMMERCE

Valentino refashions C-suite as chief brand officer departs

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As the executive exits, his former responsibilities will be split between a talented trio. Image credit: Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Valentino** is shaking up its top spots.

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Revising its executive lineup, the company is announcing the departure of chief brand officer Alessio Vannetti. As he exits, a talented trio will support the vacant slot, as Mr. Vannetti's responsibilities are split between the three experienced leaders.

Shaken up

Valentino welcomed Mr. Vannetti in March 2020, involving the executive in areas such as entertainment, graphics, events, archives, media planning, social media, digital marketing and press on a global basis.

The Gucci alum Mr. Vannetti previously served as worldwide communications director at the Italian fashion house from 2015 to 2019 now leaves Valentino after three years at the company.

Following the exit, chief commercial officer Laurent Bergamo will add other markets to his purview.

After working with Italian fashion label Tod's for over a decade, Mr. Bergamo joined the brand in 2018, becoming the CEO of Americas in September 2020 after a promotion to chief commercial officer of Americas, Brazil, Europe and the Middle East in May 2022.

Valentino's current director of brand strategy Yigit Turhan also steps into the role of chief marketing officer as Andrea Cappi is brought in from Max Mara to take up a chief e-commerce and omnichannel officer title.

Going forward, he will take charge of Valentino's global outlet business, operations organization, retail performance and Eastern markets.

Joining Valentino on Sept. 11, 2023, his chief e-commerce and omnichannel officer position will helm a new unit dedicated to the brand's digital-facing activities and image. Mr. Cappi will direct the label's website, third-party digital touch points and online marketplaces.

The appointment occurs as Valentino strategizes for growth, curates an updated offline footprint ([see story](#)) and

centers its clients, who are increasingly getting younger ([see story](#)).

The director of brand strategy, Mr. Turhan, a member of Valentino's workforce since 2018, is now promoted to chief marketing officer. Like Mr. Vannetti, Mr. Turhan brings past experiences at Gucci and Ermenegildo Zegna Group to the table.

All three appointees directly report to Jacopo Venturini, the company's CEO.

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