

COMMERCE

Sergio Rossi names luxury executive as new leader

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Ms. Wright takes over for Paul Kortba, who served as interim CEO for seven months. Image credit: Sergio Rossi

By LUXURY DAILY NEWS SERVICE

Italian footwear label **Sergio Rossi** is welcoming a new leader.

Experienced luxury C-suite member Helen Wright is joining the Lanvin Group-owned maison as its new global CEO. Announcing the appointment on Dec. 5, Ms. Wright is said to have begun her new role and responsibilities on Nov. 22, 2023.

"I am very pleased to join Sergio Rossi," said Ms. Wright, in a statement.

"More than a precious heritage brand, Sergio Rossi is an industry reference for the highest quality and style in handmade, luxury footwear, made in Italy since its foundation in San Mauro Pascoli in 1951," she said. "With the support and know-how of its specialist teams, valued business partners and shareholders, the brand now turns squarely towards the future.

"We have important new horizons and new audiences to reach as we revitalize this great company."

Moving forward

Ms. Wright takes over for Paul Kortba, who served as interim CEO for seven months.

The new head comes into the position with more than 25 years of experience as an executive, having held several high-ranking roles at U.S. fashion group Ralph Lauren, Italian fashion house Fendi and more.



Ms. Wright was brought in to right the ship at the maison. Image credit: Sergio Rossi

Starting work immediately at Sergio Rossi, Ms. Wright will oversee the brand's "strategic transformation" and define their global strategy with a focus on sustainable growth. The development of key markets, such as North America, the UAE, Japan and China, is said to be top of mind.

The move comes at a time of high-level change in luxury, with multiple brands across the sector appointing new creative and executive leaders, Italian fashion label Tod's being among the latest ([see story](#)).

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