

COMMERCE

Dunhill CEO to take reins at Chlo

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After spending two years in a top role, Mr. Malecaze is departing Dunhill to become CEO of Chlo. Image credit: Richemont

By LUXURY DAILY NEWS SERVICE

Swiss luxury conglomerate Richemont is swapping out chief executives.

Laurent Malecaze, CEO of British menswear label Dunhill, will not be renewing his term at the brand. Instead, Mr. Malecaze has been named president and CEO of French fashion house Chlo, taking over for Riccardo Bellini, who will depart at the end of the year.

"I am pleased to announce Laurent as the new president and CEO of Chlo," said Philippe Fortunato, CEO of fashion and accessories maisons at **Richemont**, in a statement.

"Laurent has a proven track record in partnering with great creative talents, and his ability to energize an organization will be instrumental to lead Chlo during this period of creative renewal."

Closing a chapter

During his four-year term, Mr. Bellini worked to elevate and transform Dunhill, pushing forward sustainability strategies and purpose.

He also ushered in a period of fiscal growth, according to Richemont. In the final stretch, Mr. Bellini oversaw the hiring of Chemena Kamali, Chlo's new creative director, and the development of her first collection for fall 2024.

"I am proud of four amazing years of business growth, transformation and successful results, the continuous elevation of the maison and the leadership and pioneering role that Chlo plays today in sustainability," said Mr. Bellini, in a statement.



With two decades of experience between Chlo and Saint Laurent, Ms. Kamali brings a wealth of luxury knowledge to the creative director role. Image credit: Richemont/David Sims

"I am thankful to my incredible teams and to Richemont for the great support and partnership throughout," he said. "Today Chlo has the solid foundations to continue to grow bigger and stronger and I am fully confident that Chemena Kamali as new creative director will unlock the full potential of the Maison.

"I wish her and the entire Chlo team all the best future success."

Mr. Bellini's successor comes from Dunhill, where he likewise spurred an era of expansion.

While CEO of the British brand, Mr. Malecaze led the transformation of its positioning, operating model, financial standing and strategic priorities.



Anglo-American designer Simon Holloway is gearing up for his first collection as Dunhill's creative director. Image courtesy of Dunhill

Like Mr. Bellini, he also ushered in a new creative director, Simon Holloway, who was announced in April 2023 ([see story](#)). Dunhill's appointee will present his first collection in February 2024.

Before his time at Dunhill, Mr. Malecaze helped start and lead French fashion collective AZ Factory, also owned by Richemont. Previously, the executive served as CEO of American luxury multibrand retailer The Webster.

At Dunhill, a replacement CEO will be revealed "in due course," per its parent company. In the meantime, Andrew Holmes, chief operating and financial officer, is named ad interim effective immediately, he will report to Mr. Fortunato.

The switch-up at Chlo is said to have been made in "full collaboration with the group" to ensure a smooth onboarding of Ms. Kamali, whose appointment was announced in early October ([see story](#)). Now, Mr. Malecaze will work with her to further heighten the profile of their new employer.

"I am extremely honored to be leading such an iconic French luxury maison," said Mr. Malecaze, in a statement.

"I am thrilled to start this new chapter with the immensely talented Chemena Kamali."