

COMMERCE

Frdric Arnault steps up as CEO of LVMH watch division

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The 29-year-old began working at Tag Heuer in 2017, becoming CEO of the Swiss watch brand in 2020. Image courtesy of LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH's** latest executive appointee will lead a rapidly growing segment.

Effective Jan. 1, 2024, Frdric Arnault is named the new CEO of the group's watch division, and will oversee Swiss watchmakers Hublot, Zenith and Tag Heuer. The executive will report directly to Stephane Bianchi, CEO of LVMH Watches and Jewelry Division.

"Frdric has done a tremendous job at Tag Heuer over the past six years," said Mr. Bianchi, in a statement.

"His unique and disruptive vision for the watchmaking industry fed to a spectacular transformation for Tag Heuer, which recovered its credentials in record time as the luxury watch brand driven by high performance," he said. "I am extremely pleased to have Frdric join me within the LVMH Watches and Jewelry Division to oversee our three watch maisons, and eager to see what his unique insights and vision will bring to fuel additional and sustainable growth for them."

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Mr. Arnault began working at Tag Heuer in 2017, moving into his foremost role of CEO in 2020 ([see story](#)).

Following six years of focusing on transforming the brand and accelerating growth, he now steps up to oversee all of the parent company's stand-alone watchmaking operations, where he will "ensure a strong and sustainable growth," according to a statement from LVMH.



Julien Tornare became CEO of Swiss watchmaker Zenith in 2017. Image courtesy of Zenith

Taking Mr. Arnault's place at Tag Heuer is Julien Tornare, who has been CEO of Zenith since 2017. Before moving to LVMH, Mr. Tornare spent 17 years at Vacheron Constantin, having served as the brand's U.S. President before becoming international sales director and finally, prior to departure, managing director for Asia-Pacific.

His role at Tag Heuer will center on maximizing company value.

"It's a real pride and a great pleasure for me to see Julien taking the helm of Tag Heuer," said Mr. Bianchi, in a statement.

"This move is a tribute to the work accomplished by Julien over the past six years at Zenith, successfully driving and orchestrating the turnaround and repositioning of the maison," he said. "His appointment is also a mark of confidence that Julien's entrepreneurial spirit, exceptional leadership skills and strong international and watchmaking background will be decisive in pursuing the transformation and elevation of Tag Heuer."

Richemont veteran Benoit de Clerck fills the CEO position at Zenith. With 25 years in the industry under his belt, most recently as chief commercial officer at Panerai, Mr. de Clerck will continue the house's strides in innovation.

"I'm delighted to welcome Benoit within the LVMH Watches and Jewelry Division, as the new CEO of Zenith," said Mr. Bianchi, in a statement.

"Bringing a solid watchmaking expertise, together with a deep knowledge of international business development, Benoit will undoubtedly pursue the great work undertaken by Julien over the previous years and shape the future of Swiss watchmaking with Zenith."

Mr. Tornare and Mr. de Clerck, as well as Ricardo Guadalupe, CEO of Hublot, will report directly to Mr. Arnault.

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