

COMMERCE

# Van Cleef & Arpels president named CEO of Buccellati

February 12, 2024



*The brand's present CEO will help with the transition, retaining his duties as board director once complete. Image credit: Buccellati*

By LUXURY DAILY NEWS SERVICE

Someone new will soon take the lead at Italian jeweler [Buccellati](#).

Effective April 2, 2024, Nicolas Luchsinger will leave his current role as president of Asia Pacific at French jeweler Van Cleef & Arpels. He will take over as CEO of Buccellati for Gianluca Brozzetti, who will depart after 10 years at the company.

## **Buccellati's new lead**

Over the course of 17 years, Mr. Luchsinger has held multiple managerial positions at Van Cleef & Arpels, providing business direction and optimizing retail operations while working to preserve the jeweler's heritage.

His time in luxury dates back further. Mr. Luchsinger was employed with British auction house Christie's for nearly a decade before joining Van Cleef & Arpels.



*Mr. Luchsinger's experience with heritage-focused initiatives could prove to be an asset at Buccellati, which often highlights craftsmanship. Image credit: Buccellati*

Mr. Brozzetti will help Mr. Luchsinger with the transition. Come April, the present CEO will adopt the new title of executive vice president, retaining his duties as board director.

The longtime executive began his tenure in 2014. In September 2019, Mr. Brozzetti oversaw the integration of Buccellati into

Swiss luxury conglomerate Richemont.

During the acquisition ([see story](#)), he spearheaded efforts to transform the brand into a bigger player in the global jewelry and silver market. Mr. Brozzetti's new responsibilities will involve overseeing manufacturing expansion and consolidation.

Once Mr. Luchsinger becomes CEO, the ex-chief executive will continue to represent the label at industry associations, in collaboration with Milan's Scuola Orafa Ambrosiana. The Ambrosian Goldsmith School, in English, is a training partner of Buccellati ([see story](#)).

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