

COMMERCE

Dries Van Noten to leave fashion

March 25, 2024



The brand is bidding farewell to its founder following nearly four decades of service. Image credit: Puig/Jackie Nickerson

By LUXURY DAILY NEWS SERVICE

Belgian fashion house **Dries Van Noten** will soon say goodbye to its namesake.

Following 38 years as the maison's chief creative officer and chairman, Mr. Van Noten is stepping away from fashion altogether. His final works will be within the men's spring/summer 2025 collection, which will be shown off this coming June; the women's seasonal selection will be created by the label's in-house designers.

"Now, I want to shift my focus to all the things I never had the time for," said Mr. Van Noten, in a statement.

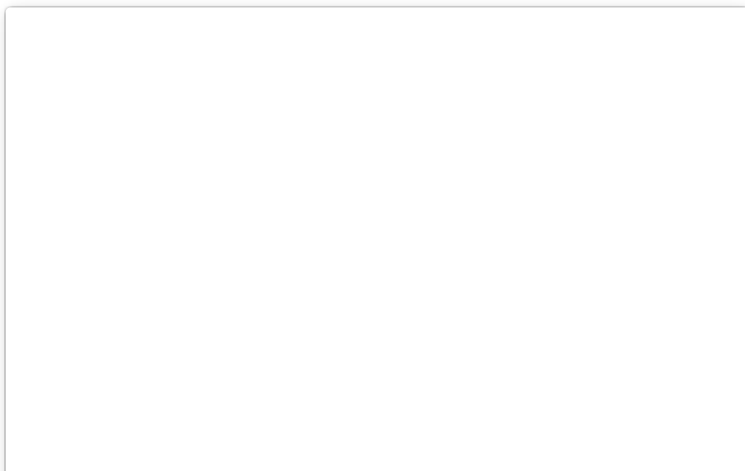
"I'm sad, but at the same time happy, to let you know that I will step down at the end of June," he said. "I have been preparing for this moment for a while, and I feel it's time to leave room for a new generation of talents to bring their vision to the brand.

"In due time, we will announce the designer who will continue the story of the DVN Men & Women."

Curtain call

Cofounding his eponymous brand in 1986, Mr. Van Noten has gone on to be an iconic figure within the industry, winning various awards and gaining recognition from world governments for his contributions to culture.

Once an independent fashion house, the maison was acquired by Spanish fashion and fragrance business Puig in 2018. Six years later, the company will now have the burden and honor of carrying on Mr. Van Noten's legacy.



[View this post on Instagram](#)

A post shared by Dries Van Noten (@driesvannoten)

"On behalf of everyone at Puig I would like to express my heartfelt gratitude to Dries Van Noten for the inspiring partnership we have built since he joined our House of Love Brands in 2018," said Marc Puig, chairman and CEO of Puig, in a statement.

"Together, we have broadened the Dries Van Noten universe from fashion and accessories to fragrances and beauty with the uncompromising creativity and artistic approach that has always defined the brand," Mr. Puig said. "Our joint ambition has made the brand grow and it has translated into celebrated collections and highly desirable products across all categories, which are much beloved around the world.

"We respect Dries' wish to step aside, after an exceptional 38-year career in fashion."

The emblematic designer may not be totally finished with fashion yet. Puig notes that it will maintain its personal and professional relationship with Mr. Van Noten, as he will still be "involved in the brand to work on certain projects."

His departure comes during a turbulent period for luxury, when longtime creative directors are stepping down ([see story](#)), CEOs are swapping roles with competitors ([see story](#)) and tenured executives are leaving their posts ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

LuxuryDaily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.