

COMMERCE

Alessandro Michele named creative director of Valentino

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His first works will be for the spring/summer 2025 season. Image courtesy of Valentino/Fabio Lovino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino is introducing a new guiding force.

Announced today, Italian designer Alessandro Michele has been named the new creative director of the maison. Mr. Michele served in the same role at Italian fashion label Gucci for seven years before his departure in 2022.

"The appointment of Alessandro Michele marks another pivotal moment for Maison Valentino," said Rachid Mohamed Rachid, chairman of **Valentino**, in a statement.

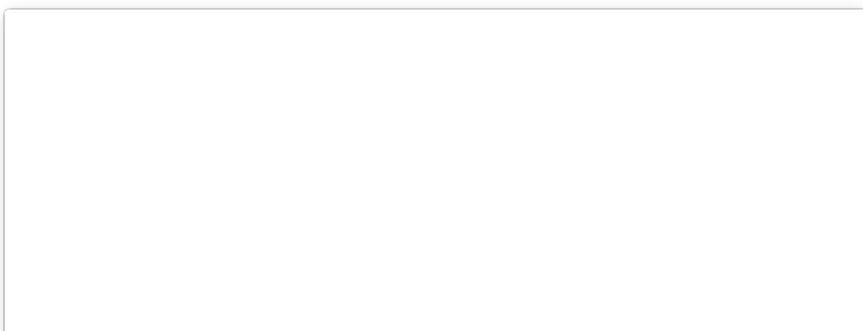
"Michele is an exceptional talent and his appointment underlines our great ambitions for Maison Valentino," Mr. Rachid said. "I strongly believe that with his unique creativity and sensibility, he will continue the elevation of the brand's everlasting heritage and unique Italian Maison de Couture identity.

"With Alessandro Michele, a new page of excellence and endless beauty is ready to be written in the history of Valentino."

New horizons

In an announcement on X, Valentino stated that the appointment "marks the beginning of a new journey to continue shining unique values of the brand, its heritage and couture codes."

Mr. Michele's wealth of experience at the helm of a luxury fashion house is said to make him a fitting tap for the role, with revenues at Gucci tripling during his time in the driver's seat. His first collection will be for spring/summer 2025, with the creative beginning work on Monday, April 2.



[View this post on Instagram](#)

A post shared by Valentino (@maisonvalentino)

"It's an incredible honor for me to be welcomed at Maison Valentino," said Mr. Michele, in a statement shared on social media.

"I feel the immense joy and the huge responsibility to join a Maison de Couture that has the word beauty carved on a collective story, made of distinctive elegance, refinement and extreme grace," he said. "My first thought goes to this story: to the richness of its cultural and symbolic heritage, to the sense of wonder it constantly generates, to the very precious identity given with their wildest love by founding fathers, Valentino Garavani and Giancarlo Giammetti.

"These references always represented an essential source of inspiration for me, and I'm going to praise such influence through my own interpretation and creative vision."

The move follows the surprise departure of former creative director Pierpaolo Piccioli less than a week ago ([see story](#)). Mr. Piccioli served the maison's for 25 years, with his exit coming 8 years into his tenure as its design leader.

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