

COMMERCE

Gucci onboards former Louis Vuitton executive as deputy CEO

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The Italian businessman has more than two decades of experience in the luxury space. Image Courtesy of Pablo Enriquez for Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is welcoming a new leading force.

Veteran industry executive Stefano Cantino is joining the company as deputy CEO, a completely new position created specifically for him. Appointed by parent company and French luxury conglomerate Kering, Mr. Cantino will report to Gucci CEO and president Jean-Francois Palus beginning May 2, 2024.

Corporate shuffle

The new hire is seemingly up to the task, as his career in the high-end fashion sector spans multiple decades and iconic companies.

Prior to Mr. Cantino's appointment, he was the SVP of communication and events at French fashion house Louis Vuitton a position he maintained for 5 years. During that time, he oversaw countless fashion shows, the debut of men's creative director Pharell Williams and many exhibitions across the globe.



Former CEO Marco Bizzarri stepped down on Sept. 23, 2023, ending a nearly two-decade-long tenure. Image credit: Gucci

Before that, he spent over a decade working his way up Italy's Prada Group, eventually becoming the group marketing, communication and business development director.

Mr. Cantino's appointment comes several months after the departure of former Gucci CEO Marco Bizzarri ([see story](#)), with Kering's top earner in the midst of a reinvention under creative director Sabato de Sarno. Ahead of the conglomerate's Q1 earnings set to be released later this month it offered a warning to investors, as the Italian fashion staple's sales sharply dropped to start the year ([see story](#)).

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