

COMMERCE

# Balmain slots in new CEO

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*The brand is tapping an industry veteran to lead the company through a pivotal year of product launches. Image credit: Balmain*

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By LUXURY DAILY NEWS SERVICE

French fashion label **Balmain** has named the successor to former CEO Jean-Jacques Guvel, who stepped down from the top role in March 2024.

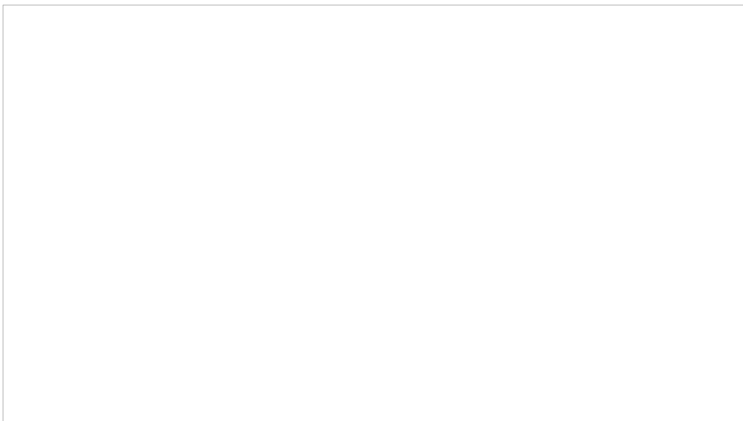
Luxury veteran Matteo Sgarbossa has been named CEO, effective May 6, 2024. Mr. Sgarbossa has served as international director at French fashion brand Givenchy since July 2020.

## **Boss moves**

Mr. Sgarbossa will use his leadership experience to support Balmain's expansion efforts and help the company appeal to global audiences.

The executive will work alongside creative director Olivier Rousteing, who has been in charge at the house for 13 years since 2011.

His predecessor, Mr. Guevel, announced his departure after four years on top last month ([see story](#)).



*The French fashion house has named CEO Jean-Jacques Guvel's successor. Image credit: Balmain*

Before landing at Givenchy, Mr. Sgarbossa acted as Italian fashion label Gucci's vice president of retail in Europe from October 2018 to June 2020. Mr. Sgarbossa transitions onto the Balmain team at a critical time.

Announced in February, the company will soon drop its first-ever fragrance. The scent is slated to arrive this fall via a strategic

partnership with U.S. beauty group Este Lauder ([see story](#)).

Balmain overhauled its Instagram account before using its social channel to promote the forthcoming release ([see story](#)). In 2023, senior vice president of global creative Hans Dorsinville was called in to manage this area of the business ([see story](#)).

Last September, Eline de Knoop was appointed CEO of the fashion house's Balmain Hair venture, which celebrates its 50th anniversary this year. These projects and product launches are among the initiatives that will be supported by Mr. Sgarbossa once he steps in next month.

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