

COMMERCE

Wolford appoints new CEO

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Effective June 14, Regis Rimbert takes over as CEO of the brand. Image courtesy of Wolford

By LUXURY DAILY NEWS SERVICE

Lanvin Group's **Wolford** is gaining a new guiding force.

Regis Rimbert took over as CEO of the brand on Friday, June 14, stepping in for Silvia Azzali, who left the role due to personal reasons. In his new position, Mr. Rimbert will be responsible for leading Wolford's strategic transformation, which is said to include international expansion, technological updates and improving its current product offerings.

"We are thrilled to welcome Regis to Wolford," said Eric Chan, CEO of parent company Lanvin Group, in a statement.

"His extensive experience and visionary leadership make him the ideal candidate to lead Wolford to success," Mr. Chan said. "His vision aligns perfectly with our commitment to pioneering new trends and meeting the evolving needs of our customers.

"We would also like to thank Silvia Azzali for her valuable contributions to Wolford."

New direction

Mr. Rimbert holds more than 25 years of luxury experience.

The executive's career milestones include managerial and C-suite positions at Christian Dior, Prada Group, Lanvin and Wolford, where he served as CCO from 2009 to 2013.

Now, following more than a decade away, he rejoins the textile company to lead it into the future.



Ms. Azzali was formerly responsible for the brand's operational transformation. Image credit: Wolford

"With 70 years of heritage, Wolford is an iconic skinwear brand renowned for its exquisite fabrics and top-notch innovations, as well as an integral part of the Lanvin Group family," said Zhen Huang, chairman of Lanvin Group, in a statement.

"Lanvin Group will continue to support the brand in its transformation, growth and expansion," Mr. Huang said. "We look forward to working with Wolford's new leadership to harness the brand's legacy and utilize its archives as we evolve our product categories and offerings, making Wolford an important growth engine for Lanvin Group."

Wolford is coming off of a period of muted revenue growth ([see story](#)).

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