

## COMMERCE

# DFS Group elects interim chairman, CEO

October 16, 2024

*The new guard will take over next month. Image credit: DFS*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Luxury travel retailer DFS Group is welcoming a new executive leader.

Effective Nov. 1, 2024, Ed Brennan will step in as interim chairman and CEO. Mr. Brennan succeeds Benjamin Vuchot in the dual role; Mr. Vuchot stepped down from the helm of the company last week to pursue other professional opportunities.

"Ed Brennan is the perfect leader to step in and lead the continued reinvention of DFS," said Toni Belloni, senior non-executive board director at **DFS Group**, in a statement.

"He has over 25 years experience at DFS and has twice before been Chairman and CEO with an outstanding track record," Mr. Belloni said. "Over the past four years, Ed has been a non-executive Director of DFS and fully involved in the strategic developments of the business."

## Path to recovery

Mr. Brennan has dedicated more than two decades of his career to the luxury travel retailer.

In that time, he has served as its interim leader twice, with one of the terms occurring before Mr. Vuchot stepped in to lead DFS Group through the pandemic. The outgoing executive was elected to the company's top job in Oct. 2020.

*DFS has struggled to regain ground following pandemic shutdowns in the global east. Image credit: DFS*

"We thank Benjamin for his strong leadership of DFS through the very challenging COVID pandemic times to emerge as a leaner,

more efficient and more focused organization,” Mr. Belloni said, in a statement.

“Importantly Benjamin also led the development of the Hainan Yalong Bay project which will become a major pillar of DFS future growth.”

French luxury conglomerate LVMH, the parent company of DFS Group, revealed its Q3 earnings this week. In the financial disclosure, LVMH stated that DFS has failed to match or surpass its pre-pandemic sales performances in the years following travel shutdowns ([see story](#)).

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