

COMMERCE

Wolford seats new CEO, chairman

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The corporation is enlisting the guidance of a tenured luxury C-suite member. Image credit: Wolford

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Lanvin Group's **Wolford** is introducing its next executive lead.

Effective March 1, Marco Pozzo will be promoted to serve as the fashion brand's CEO and chairman of the management board. The move is aimed at aiding Lanvin Group's ongoing restructuring efforts and returning Wolford to sustainable sales growth.

Future forward

Mr. Pozzo has been involved in the high-end scene for the majority of his career, which spans more than 30 years.

He entered the industry in the mid-1990s, when he began work at Italy's Ermenegildo Zegna Group, where he moved up the ranks over the course of two decades, eventually departing as global director of retail operations. From there, he would go on to serve as the CEO of several luxury design firms, including Alessi, Triade and FontanaArte.



Wolford's previous CEO, Regis Rimbart, resigned in early 2025 following six months in the role. Image credit: Lanvin Group

Prior to his promotion, Mr. Pozzo acted as Wolford's deputy CEO since July 2025, when he also joined the management board. Lanvin Group states that the executive's appointment is due to his performance since his arrival around seven months ago, as he oversaw and initiated several initiatives that address the parent company's long-term goals and short-term priorities during its strategic transition.

Wolford, specifically, has seen its sales fall dramatically in recent months, as in the group's latest earnings round, which covered the first half of 2025, the brand's revenues had fallen by 22.6 percent year-over-year, totalling 33 million euros, or \$38.9 million at

current exchange. The gross represented about a quarter of the business's overall intake, which amounted to \$157.7 million.

Following the financial disclosure, Lanvin Group has seen several major shake-ups. CFO and executive president David Chan stepped down in October 2025; earlier this month, the company sold Italian menswear label Caruso to private investment firm MondeVita Italy for an undisclosed sum.

Lanvin Group is far from the only high-end business struggling to increase its sales, as French luxury conglomerate Kering revealed its annual sales had fallen by 13 percent to close 2025 ([see story](#)).

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