Loro Piana poaches new CCO Marco Giacometti from Valentino

By Dominique Muret - 11 May 2022

A senior executive reshuffle began at Loro Piana last November, when former Dior managing director Damien Bertrand took the helm of the Italian cashmere specialist owned by LVMH. In March, Loro Piana’s head of EMEA Philippe Lamy left to become CEO of cosmetics group La Prairie, and the Italian label has recently made a fresh appointment within its top commercial hierarchy, naming Marco Giacometti as its new chief commercial officer (CCO).

Giacometti started in his role in early May. He replaced Jean-Baptiste Debains, who held the position of managing director for retail and wholesale for six years. Debains will stay on at Loro Piana until the end of the month to ensure a smooth transition, and is expected to be given a new position within LVMH. He is rumoured to be set to join Christian Dior to oversee the Asia-Pacific region.

Giacometti has a wealth of experience in the luxury industry. He began his business career with auditing firm Arthur Andersen, and subsequently did stints with a number of Italian companies. In 1999, he branched out into fashion and luxury, joining Italian footwear label Tod’s, where he remained for 13 years, rising up the corporate ladder. After four years, he took charge of northern Europe, and in 2008 he did so for the USA. In 2012, he was promoted to the post of global head of e-commerce.

At the end of 2012, he joined Fendi (owned by LVMH), taking charge first of Northern Europe, then Japan and finally, in 2016, being named president of Asia-Pacific. In April 2020, he moved to Valentino, where until recently he held the post of CCO.