

**Stuart Weitzman's Changing Of The Guard: Giovanni Morelli Named Creative Director**

By Rachael Allen / August 9, 2016



Next spring will mark the end of an era for Stuart Weitzman, who is handing over the design reins of his storied brand. Stuart Weitzman Holdings, LLC announced today that it has appointed Giovanni Morelli its new creative director, effective May 5, 2017.

Weitzman, who is the company's current creative director and executive chairman, will become chairman. Morelli will report to CEO and brand president Wendy Kahn, who was appointed to that role last month and is set to start on Sept. 13.

Morelli is currently leather-goods design director at Loewe, where he has been since March 2015.

**"In Giovanni, we have found a creative director who will ensure that the unique DNA of the brand will be preserved while infusing his creative vision for a modern age,"** said Weitzman in a statement. **"Giovanni is respected for his attention to detail, respect for quality and craftsmanship and for his modern sensibility that is always pushing new design boundaries."**

Morelli has also held various roles at Prada, Burberry, Marc Jacobs and Chlo e, where he led the design team for non-apparel, including footwear.

**"Women globally have embraced Stuart Weitzman's beautiful shoes that offer both amazing design and incredible comfort,"** Morelli said in a news release. **"I look forward to expanding the brand's language and its global reach while remaining respectful of the culture and key tenets that it was founded on, which in turn have inspired such strong customer loyalty."**

Victor Luis, CEO of Coach Inc. (parent company of Stuart Weitzman), and Kahn said that Morelli's extensive experience designing leather goods and accessories made him a good fit for the role.

**"I look forward to partnering with Giovanni in the seasons and years ahead,"** said Kahn. **"His creative direction and proven design leadership will be invaluable assets to the company as we write the next chapter of growth across geographies and accessories categories for this iconic American brand."**

Coach bought the Stuart Weitzman brand in January 2015 for \$574 million. Since then, the label has been an asset to its business, producing standout performances during the past three quarters.