



JOHN GALLIANO RENEWS HIS COMMITMENT TO MAISON MARGIELA

Breganze (Italy), October 30, 2019. OTB and its President Renzo Rosso are proud to announce the renewal of the contract of John Galliano as Creative Director of Maison Margiela.

John Galliano was appointed at the helm of the avant-garde French house in October 2014 and has since been steering it to new and successful horizons, making it truly *“the coolest cutting-edge couture house”*. Its shows are a highlight of every fashion season and its collections are inspiring the design and creative world globally. Working with a pyramidal approach originating from the ‘Artisanal’ couture collection, which infuses all ready-to-wear and accessories lines, John Galliano has managed to create a new, relevant and coordinated image and offer for the house that is successfully catering to the market. The revenues of the house have doubled since his arrival.

In the last five years, under his guidance, a series of iconic accessories (bags and sneakers in particular) have been launched, growing the house’s accessories business to 60% of its total sales. A new Maison Margiela fragrance, ‘Mutiny’, developed in conjunction with licensing partner L’Oréal, hit the market in 2019 with a powerful communication message. A new store concept is debuting to support the significant worldwide retail development of the brand.

“I am super excited for this new chapter and grateful to Renzo for his belief in me and the vision for Maison Margiela”, comments John Galliano.

Renzo Rosso: “5 years ago I believed that John was the only person who could take this house in his hands, and I am even more convinced of this today. John’s undisputed talent is only matched by his understanding of today’s generations, their way of thinking, their struggles, their dreams. And he is doing exactly what this Maison always did at its best – disrupt, innovate and inspire”.

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