

COMMERCE

Montblanc appoints new CEO

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Mr. Sarn will begin at Montblanc on Nov 15, 2024. Image credit: Richemont

By LUXURY DAILY NEWS SERVICE

Giorgio Sarn, head of U.S. footwear brand Stuart Weitzman, will soon lead German luxury goods maker [Montblanc](#).

The luxury veteran has been appointed CEO of the 38-year-old company. Mr. Sarn, who holds decades of experience heading up luxury brands, will begin his tenure on Nov 15, 2024.

"I am delighted to welcome Giorgio to the Group as CEO of Montblanc," said Philippe Fortunato, CEO of fashion and accessories at [Richemont](#), in a statement.

"His strong expertise in building soft and hard luxury Brands comes at a pivotal moment as the Maison celebrates the 100th anniversary of the iconic Meisterstück," Mr. Fortunato said. "Under Giorgio's stewardship, Montblanc will continue to share its 118 year-old story and rich legacy of writing culture, leather craftsmanship and watchmaking in fresh and unexpected ways."

Mr. Sarn slots in at Montblanc

Mr. Sarn comes to Montblanc after more than 20 years working at the top of luxury houses such as LVMH-owned Champagne maker Veuve Clicquot and Swiss watchmaker Tag Heuer in senior management positions.

The alum of U.S. fashion group Tapestry replaces Nicolas Baretzki, who has led Montblanc since April 2017 ([see story](#)).



The writing studio inside the new Montblanc Haus. Image credit: Montblanc

Earlier this year, in March, French fashion house Dior announced Mr. Baretzki would be joining its management board.

"I am deeply honored and excited to step into the role of CEO at Montblanc, a Maison renowned for its excellence in craftsmanship and innovation," said Giorgio Sarn, CEO of Montblanc, in a statement.

"I look forward to working closely with the talented teams at Montblanc to further nourish and celebrate the Culture of Writing globally."

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