Calvin Klein names Nadège Winter SVP Brand Experience

By Christel Divert - 25 September 2019

Calvin Klein has quietly recruited Nadège Winter. The French exec has been named senior vice president of brand experience. No further details of the appointment are available, although it appears Winter has already taken up the job in New York.

Winter's zigzagging career path began with stints at various music labels before working in communication for the Palais de Tokyo museum in Paris from 1999 to 2001. She was then recruited by Colette's Sarah Andelman to work in the same capacity for the famous concept store from 2002 to 2008. Later, positions of note included style director at Wool and the Gang from 2008 to 2010 and as co-founder of the Amish Boyish label with Dyane de Serigny.

In 2008, Winter founded her own agency, NWA (Nadège Winter Agency), offering services in creative direction and communication consulting across various domains. Three and a half years ago, she also launched Twenty Magazine with Delphine de Candecaude, a "community-driven publication by and for 16-25 year olds."

It is most likely her diverse experiences and network that won over the PVH-owned Calvin Klein label.

Calvin Klein Jeans is increasing its focus on millennial consumers. Pictured here, Abby Champion and Patrick Schwarzenegger. - DR

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