Givenchy entrusts its global communications to Valérie Lebérichel

By Dominique Muret - 3 April 2022

Givenchy is reorganizing its communications department. The Parisian fashion house has hired Valérie Lebérichel from the Prada Group, where she had been in charge of Miu Miu's communications for the past nine years. Givenchy announced in a press release that Lebérichel will become its new global vice president of communications.

The manager returns to the French luxury group, having worked for LVMH-owned Celine in the 2000s. She will assume her new position at Givenchy, which has been under the creative direction of Matthew M. Williams since 2020, on April 4. She succeeds Youssef Marquis who joined another brand comprising Bernard Arnault's portfolio, Louis Vuitton, in January as fashion communications director.

Lebérichel began her career in 1990 as public relations manager at Jean-Louis Scherrer before joining Issey Miyake in 1997. At the Japanese brand, she first worked as public relations officer and later as communications director for Europe.

She first joined the LVMH Group in 2002 as international communications director for Céline. In 2013, she transferred over to the Prada Group in Italy, where she was worldwide communications director for Miu Miu, returning a year later to Paris, where the brand has been based since 2014. She has also most recently led the communications department for Prada France.

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