

Francesca Bellettini Appointed CEO of Gucci Amid Sales Challenges

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Luxury fashion house **Gucci** has appointed **Francesca Bellettini** as its new Chief Executive Officer, replacing **Stefano Cantino**, whose tenure lasted less than a year. **This change** reflects Kering Group's strategic move to stabilize Gucci amid slowing sales. Bellettini officially assumes leadership at a pivotal moment for the brand.

Moreover, the announcement signals Kering's intent to leverage Bellettini's proven expertise in luxury brand management to reinvigorate Gucci's market position.

Bellettini's Stellar Track Record

Before joining Gucci, Bellettini served as **CEO of Saint Laurent**, where she successfully revitalized the brand. **Under her leadership**, Saint Laurent strengthened its commercial performance, boosted global sales, and expanded its product offerings while maintaining brand heritage.

Consequently, her experience in balancing luxury brand identity with revenue growth positions her as a strong candidate to guide Gucci through its current challenges.

Addressing Gucci's Sales Stumble

Gucci has faced a **notable slowdown in sales** in recent quarters. Analysts cite shifts in luxury consumer behavior and increased competition as contributing factors. **Therefore**, Kering's decision to appoint Bellettini is both strategic and timely.

In addition, Bellettini is expected to implement operational changes, refine Gucci's product portfolio, and focus on market segments that offer higher growth potential. Her leadership is anticipated to boost both creative and commercial outcomes.

Vision for Gucci's Future

Looking forward, Bellettini's mandate includes revitalizing Gucci's global presence while ensuring sustainable growth. She is likely to emphasize innovation in design, digital engagement, and supply chain efficiency.

Furthermore, her approach may involve balancing Gucci's rich heritage with modern luxury trends, appealing to both traditional customers and the next generation of high-end shoppers.

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