

HOFF ushers in new era with star design chief & Alexa Chung

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HOFF, the Spanish sneaker label, has appointed **David Tourniaire-Beauciel** as its first creative chief. The move marks a shift from product-led growth to a more fashion-driven identity.

Tourniaire-Beauciel brings experience from major houses like Chloé, Givenchy, Balenciaga, and more. He is known for bold, sculptural design and having shaped the sneaker aesthetic landscape.

Brand evolution: growth meets design

HOFF's founder, **Fran Marchena**, said the brand is moving into a new chapter.

Its earlier phase focused on fast expansion and distribution. Now, "brand elevation" is central.

Currently, HOFF generates about **€70 million in revenue**, with expectations to reach €80 million in the fiscal year.

About 90% of sales are in Europe for now.

The brand is expanding its retail footprint, having opened a 600 m² flagship in Madrid and stores in London, Amsterdam, and Mexico City.

Alexa Chung leads the new campaign

HOFF's launch campaign features **Alexa Chung** as the face of the "SEVEN" model.

This leverages her cultural appeal and strengthens brand recall.

The campaign aims to amplify awareness as HOFF scales beyond its core European base.

Creative vision: evolution, not revolution

Tourniaire-Beauciel says he respects HOFF's DNA.

His goal is gradual evolution rather than tearing down existing identity.

He cited the industry's trend toward more refined, smaller-scale sneaker forms.

He also sees opportunity in blending technical materials and design elegance.

Pricing strategy is expected to remain "democratic" — the aim is to keep design accessible rather than pushing into ultra-premium territory.

Challenges & opportunities ahead

HOFF is relatively young and has carved out success in a crowded sneaker market.

Moving toward more design focus might require investment in brand storytelling, marketing, and product innovation.

Its existing strengths — identity in Spain, solid wholesale network, and growing retail footprint — offer ballast.

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