

## Sebastian Picardo Appointed as New CEO of Monica Vinader

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Monica Vinader, the UK-based modern luxury jewellery brand, has announced a major leadership shift. **Sebastian Picardo** will take over as its new **Chief Executive Officer**, marking the first time someone outside the founding sisters will run the business day to day.

The transition is effective immediately. The founders, **Monica and Gabriela Vinader**, will retain roles but in less operational capacities. Monica moves to focus on artistic direction, while Gabriela becomes a non-executive director.

Below is a detailed look at the appointment, Picardo's background, and what this change means for the brand.

### A New Chapter for Monica Vinader

Since launching in 2008, Monica Vinader has been helmed by its founding sisters.

But now, with Picardo at the helm, the brand is entering what they call a "next phase of growth."

In their announcement, the company stated that they chose him because he is "perfectly placed to guide our next phase of growth." They cited his capability in scaling innovation, expanding global reach, and setting new benchmarks in modern luxury jewellery.

The move signals a shift from the founders' hands-on leadership to a more institutional, scale-oriented model. It also suggests that Monica Vinader anticipates larger global ambitions ahead.

### Picardo's Luxury Credentials

Sebastian Picardo is not new to high-end retail and luxury circles.

His most recent role was **President & CEO of Holt Renfrew**, Canada's luxury department store chain, a position he held for five years.

Before that, he spent significant time in Asia with **Lane Crawford**, eventually becoming deputy president.

Earlier in his career, he has held roles such as Digital Commerce Managing Director at Burberry, Head of Finance at Net-A-Porter, and Financial Controller at Alexander McQueen.

### How the Roles Shift for the Founders

With Picardo's arrival, the Vinader sisters redefine their roles.

Monica Vinader will step into the **Artistic Director** role, focusing on design, creative direction, and brand identity. Also Gabriela Vinader will act as a **non-executive director**, participating in oversight but not in direct management.

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