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LVMH confirms new watches and jewellery division appointments

Tornare, Clerck and Ricardo Guadalupe, CEO of Hublot, will report to Arnault

 Cynera Rodricks  • Friday, 5 January 2024, 16:26  2 minutes read



LVMH has made a raft of appointments within the LVMH Watches and Jewellery Division, effective since January 1st 2024.

Frédéric Arnault, who joined Tag Heuer in 2017, and became CEO of Tag Heuer in 2020, is appointed CEO of LVMH Watches, in charge of Hublot, Tag Heuer and Zenith.

He will report to Stéphane Bianchi, CEO of LVMH Watches and Jewelry Division. After successfully driving the transformation and acceleration of Tag Heuer over the past six years, his new role within the Watches and Jewelry Division will ensure “a strong and sustainable growth” for the watch maisons and reinforce LVMH’s role within the watchmaking industry.

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Meanwhile, Julien Tornare, CEO of Zenith since 2017, has been appointed as CEO of Tag Heuer. According to LVMH, his experience within the group and his background in the watchmaking industry will be key in continuing the current development of the maison and maximising the value of its iconic ranges.

Additionally, Benoit de Clerck has succeeded Julien Tornare as CEO of Zenith. With 25 years of experience in the watchmaking industry within the Richemont Group, Clerck has led global sales in the competitive luxury goods markets across four continents.

Tornare, Clerck and Ricardo Guadalupe, CEO of Hublot, will report to Arnault.

Bianchi, CEO of LVMH Watches and Jewellery Division, said: “Frédéric has done a tremendous job at Tag Heuer over the past six years. His unique and disruptive vision for the watchmaking industry led to a spectacular transformation for Tag Heuer, which recovered its credentials in record time as the luxury watch brand driven by high performance. I am extremely pleased to have Frederic join me within the LVMH Watches and Jewellery Division to oversee our 3 Watch Maisons, and eager to see what his unique insights and vision will bring to fuel additional and sustainable growth for them.

"It's a real pride and a great pleasure for me to see Julien taking the helm of Tag Heuer. This move is a tribute to the work accomplished by Julien over the past six years at Zenith, successfully driving and orchestrating the turnaround and repositioning of the Maison. His appointment is also a mark of confidence that Julien's entrepreneurial spirit, exceptional leadership skills and strong international and watchmaking background will be decisive in pursuing the transformation and elevation of Tag Heuer."

She added: "I'm also delighted to welcome Benoit within the LVMH Watches and Jewellery Division, as the new CEO of Zenith. Bringing a solid watchmaking expertise, together with a deep knowledge of international business development, Benoit will undoubtedly pursue the great work undertaken by Julien over the previous years and shape the future of Swiss watchmaking with Zenith."

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