

Press release

Laura Burdese to be appointed CEO of Bvlgari

Paris,
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Stéphane Bianchi, LVMH Group Managing Director and CEO of LVMH Watches & Jewelry, is pleased to announce the appointment of **Laura Burdese as CEO of Bvlgari**, effective July 1st, 2026.

Laura Burdese has been in the LVMH Group for nearly 10 years, where she started as CEO for Acqua di Parma, before joining Bvlgari in 2022 as Chief Marketing Officer. After leading the brand transformation and elevation over the recent years, she was promoted Deputy CEO in July 2024.

In her new role, Laura will continue the remarkable work done by Jean-Christophe Babin over the past 12 years, consolidating Bvlgari's desirability and sustainable growth with her strong business acumen and inclusive leadership. She will report to Stéphane Bianchi.

After more than 25 years of exceptional achievements, first at TAG Heuer and then at Bvlgari, **Jean-Christophe Babin** will step down as CEO of Bvlgari. Under his leadership, the Maison underwent a profound transformation, reclaiming its unique position as the quintessential Roman high jeweler. He spearheaded Bvlgari's remarkable advancements in watchmaking and expanded Bvlgari into the luxury hospitality industry with new hotels in major global cities. He also demonstrated a strong commitment to Italian craftsmanship, evidenced by the inauguration of a new factory extension in Valenza and the launch of the Scuola Bvlgari.

Jean-Christophe will continue to serve as Chairman of the Bvlgari Board, CEO of the Bvlgari Hotel Business Unit, and President of the Bvlgari Foundation. He will report to Stéphane Bianchi.

"I am very proud of this smooth transition from one great leader to another. For the past 3 years, Laura and Jean-Christophe have worked side by side to sustain and orchestrate the brand elevation of the iconic Roman jewelry Maison. The nomination of Laura, while opening a new chapter for Bvlgari, is a tribute to her strong contribution and accomplishments. Jean-Christophe has shaped the success of TAG Heuer and Bvlgari while creating unique paths within their respective industries. I am confident that in his new missions, he will bring the same energy and keep on supporting LVMH and its Maisons thanks to his extraordinary vision. ", said Stéphane Bianchi.

We wish Laura every success in her new role, and we thank Jean-Christophe for his leadership. Hiring and training his successor will remain a major achievement in his legacy to sustain what he has built in Bvlgari.

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Laura Burdese started her career in the beauty industry, holding brand management positions at Beiersdorf and L'Oréal. In 1999, she joined the Swatch Group as Marketing Director Italy. In 2001, she was appointed Brand Director of Calvin Klein Watch and Jewelry. In 2006, Laura became Country Manager for the Swatch Group's Italian subsidiary. In addition to this role in 2012, she was named President and CEO of Calvin Klein Watch & Jewelry Co. Ltd. In October 2016, she joined LVMH as President and CEO of Acqua di Parma. In 2022, Laura was appointed Vice President of Marketing and Communications at Bvlgari, before being appointed Deputy CEO in 2024. She holds a degree in International Economics from the University of Trieste and a Master's degree in Marketing and Communication.

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LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de Mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Newton, Bodega Numanthia, Ao Yun, Château d'Esclans, Château Galoupet, Joseph Phelps and Château Minuty. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou, Barton Perreira and Vuarnet. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Perfumes Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna, Maison Francis Kurkdjian and Officine Universelle Buly. LVMH's Watches and Jewelry division comprises Bulgari, Tiffany & Co., TAG Heuer, Chaumet, Zenith, Fred and Hublot. LVMH is also active in selective retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos-Le Parisien, Paris Match, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

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