

COMMERCE

Vhernier onboards acting CEO

September 13, 2024



The new Vhernier shop-in-shop within French luxury retailer Printemps' Haussman location. Image credit: Vhernier

By LUXURY DAILY NEWS SERVICE

Italian jewelry brand **Vhernier** has secured an interim leader.

Announced Sept. 13 and effective immediately, Gianluca Brozzetti, executive vice president at Italian jeweler Buccellati, is filling in as the recently-acquired company's acting CEO. The appointment follows the acquisition of Vhernier by Swiss luxury conglomerate Richemont back in May.

"I have admired Vhernier ever since it was co-founded by Angela Camurati," said Nicolas Bos, CEO of **Richemont**.

"Richemont has deep respect for the Traglio family's exceptional achievement in establishing Vhernier as a highly distinctive jewelry maison," Mr. Bos said. "We very much look forward to working with Maurizio, Carlo and Isabella to ensure that Vhernier flourishes in years to come."

Domino effect

Mr. Brozzetti, Buccellati's former CEO ([see story](#)), has gained an official title at Vhernier, joining the board of directors as executive vice president in an ad-interim CEO role and bumping chief executive Maurizio Traglio into the position of brand chairman.

"We are delighted that Vhernier is now part of Richemont's family of prestigious jewelry maisons," said Mr. Traglio, in a statement

"We are convinced that Vhernier's unique creative style and quality craftsmanship, complemented by Richemont's management excellence, will enable Vhernier to become a leading international jewelry Maison."

Embed from Getty Images

Mr. Brozzetti is pictured attending Buccellati's "The Prince Of Goldsmiths" exhibition opening on April 18, 2024, in Venice, Italy

Vhernier chairman Carlo Traglio is now chairman of Vhernier USA.

The house's head of design and R&D, Isabella Traglio, will stay put, remaining in charge of creative direction at the maison.

"Vhernier has long been admired for the unique contemporary and essential design of its creations," said Gianluca Brozzetti, executive vice president of Vhernier.

“Over the coming years, our focus will be on consolidating its success and expanding its network of boutiques, leveraging its exquisite Made in Italy craftsmanship.”

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