

dunhill



DUNHILL WELCOMES SIMON HOLLOWAY
AS NEW CREATIVE DIRECTOR



FOR IMMEDIATE RELEASE

We are pleased to announce the appointment of Simon Holloway as dunhill's new Creative Director, effective immediately.

Holloway brings with him a deep and rich understanding of English style and design codes. His aesthetic embodies heritage; creating timeless and quintessentially British collections.

Simon joins directly from fellow Richemont Maison James Purdey & Sons, where, as Creative director, he successfully laid the foundations for a growing clothing and accessories collection.

Further roles held have included Agnona and Ralph Lauren Collection, designing Luxury Ready to Wear, Knitwear, Shoes, Accessories, Fragrance and Home Collections.

His Purdey successor shall be announced shortly.

Under the tenure of CEO Laurent Malecaze, dunhill is moving forward with renewed dynamism and a rejuvenated strategic direction. Holloway's appointment reinforces the focus on dunhill's guiding principles of British craft, innovation, functionality and masculine elegance.

"I am delighted to welcome Simon Holloway as the new Creative Director of dunhill. His creative energy coupled with his decades of experience in luxury, will be instrumental as we evolve and expand our House's iconic codes in the context of today's client. Simon's sense of quality and craft, along with a clear understanding and appreciation of the dunhill DNA, will ensure we continue to innovate through products that are timeless, purposeful and relevant."

Laurent Malecaze, CEO, dunhill

"It is a great privilege to be appointed dunhill's Creative Director and trusted with the rich and extraordinary heritage crafted by its founder. Alfred Dunhill was a pioneer, an innovator and one of the most influential British tastemakers of the 20th century. His obsession with ingenuity and refinement established a House synonymous with purposeful luxury and quality — an enduring and powerful inspiration."

Simon Holloway, Creative Director, dunhill

Holloway studied Fashion Design at Kingston University School of Fashion and currently resides in London.