Kookaï appoints Antoine Bing to role of general manager in place of Laurence Bénat

By Marion Deslandes - September 21, 2018

A year after Kookaï was sold by Vivarte to its Australian partner, the Magi group, the French womenswear label has appointed a new general manager. Laurence Bénat, who was in charge since 2015, has been replaced by Antoine Bing.
Bing was Deputy General Manager at Paule Ka between 2002 and 2015. A graduate of Paris' political science university Sciences Po, he began his career at French children's TV channel Canal J, before taking charge of Paris-based video production company Millimages. For the last two years, Bing was the CEO of French confectionery and chocolate specialist Pierre Marcolini.

His mission at Kookai, according to Magi President Robert Cromb, is to oversee “the transition we wish to carry out within the group, working with me to develop the strategy for the next 5 to 10 years.” Before acquiring Kookai, the Magi group had been the French label's licensee in Oceania for 26 years.

In recent months, Kookai has introduced several new names in senior executive roles. Last March, it appointed as head of HR Mathieu de Mesmay, formerly with La Redoute, Sephora and Mim, while Jessie Toulcanon, formerly with Antik Batik, was appointed Marketing and Digital Manager in July.

In 2017, Kookai generated a revenue of over €60 million. The label was founded in Paris in 1983 and it currently operates 195 monobrand stores worldwide, of which about 70 in France.

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