French Federation primed to elect Bruno Pavlovsky as new president

By Godfrey Deeny - June 21, 2022

France’s Fédération de la Haute Couture et de la Mode (FHCM) is primed to elect the senior Chanel executive Bruno Pavlovsky to be its next president at its next general assembly on July 1.

At present, Pavlovsky, president of fashion at Chanel, is the only known candidate to succeed Ralph Toledano, who will retire after three terms as president.

According to the rules of Federation, French high fashion’s governing body, the executive committee of the FHCM will propose a candidate to its full management committee. This latter committee is composed of 18 members, including such upper-echelon brands as Christian Dior, Chanel, Givenchy, Hermès, Isabel Marant, Annès B,

Pavlovsky’s election will be seen as a continuation of the policies of his predecessor Toledano, and of the Federation’s executive president Pascal Morand.

Since Toledano’s election in 2014, a quartet of senior executives including Pavlovsky, Guillaume de Seynes of Hermès, Francesca Bellettini of Saint Laurent and Sidney Toledano of LVMH, have collectively guided the federation.

Successfully reinforcing their key goals – solidifying Paris as the pre-eminent fashion capital; supporting a new generation of talent; and building a world-class fashion design and management school at IFM. Last week, Sidney Toledano was elected as the new chairman of the board of IFM.

The Federation has also successfully digitized Paris Fashion Week, linking up with Launchmetrics and growing its Instagram following from zero to over 700K.

Pavlovsky is seen as a highly activist executive who has vigorously support the French fashion eco-system.

Notably, he has also won plaudits for 19M, a giant center in north Paris unifying skilled fashion arts and crafts under one roof – and guaranteeing their future. Owned by Chanel, 19M is nonetheless available to all couture and high-end ready to wear brands in Paris.

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