

Javier Brandwain named new COO at Antony Morato, targeting expansion and travel retail



Javier Brandwain is the new Chief Commercial Officer for Antony Morato, with priorities including expansion into travel retail

International men's fashion brand Antony Morato has appointed Javier Brandwain as its new Chief Commercial Officer to bolster the brand's global presence and cultivate new business channels.

The Uruguayan executive brings extensive fashion industry experience, having contributed to the growth of major brands including Givenchy, Calvin Klein, Replay and 7 For All Mankind, along with intellectual property management expertise from his time at Authentic Brands Group.

In his CCO role, Brandwain will develop and execute worldwide commercial strategies for Antony Morato. His expertise and international expansion capabilities will be vital for the brand's future.

Antony Morato CEO Lello Caldarelli stated: "We are delighted to welcome Javier to our team. His

extensive experience and strategic vision will be essential in strengthening and expanding Antony Morato's international presence."

Javier Brandwain remarked: "It is a privilege to join Antony Morato at this stage of its growth and to collaborate with the team to develop strategies that enhance the brand's global visibility. We are focusing on new business channels, such as travel retail, and growth opportunities through brand extension, two areas where the brand has great expansion potential."

This strategic appointment represents a significant step in Antony Morato's global growth journey, confirming the brand's dedication to sharing its style vision worldwide.