# April 2025 marks a transformative month for the fashion industry with acquisitions, leadership changes, and new store openings



April 2025 proved to be a remarkable month in the fashion industry, marked by significant acquisitions, leadership changes, brand expansions, and store openings. The events reported by TheIndustry.fashion highlight notable movements across luxury and high street sectors, reflecting evolving strategies and shifts within the industry.

One of the most headline-grabbing developments was Prada's acquisition of Versace for $1.375 billion (£1.06 billion). This move signifies a landmark consolidation within high-end fashion, potentially impacting brand collaboration and market positioning.

In the luxury segment, LVMH chairman and CEO Bernard Arnault officially announced that Jonathan Anderson will take the helm at Dior Men. Anderson, leaving his role at Loewe, is set to debut his first collection for Dior Men during Paris Fashion Week in June. Questions remain regarding a possible overseeing role at Dior Women, currently led by Maria Grazia Chiuri. Additionally, Dutch designer Duran Lantink was named the first permanent Creative Director at Jean Paul Gaultier since the founder's departure in 2020, to oversee couture and ready-to-wear lines. LVMH also promoted from within, appointing Ramon Ros as CEO of Fendi (effective 1 July) and Charlotte Coupé as CEO of Kenzo (effective 1 May).

Other key leadership appointments included Kontoor Brands naming Jamie Givens as Managing Director for EMEA to bolster growth of Wrangler and Lee, and Victoria’s Secret appointing Adam Selman as Senior Vice President and Executive Creative Director as part of its rebranding effort to appeal to a broader and more diverse audience. Furthermore, Mr Porter’s founding team reunited as Mytheresa completed the acquisition of YOOX NET-A-PORTER Group, forming a powerful global online fashion entity named LuxExperience. The John Lewis Partnership permanently appointed Andy Mounsey as Chief Financial Officer after serving in an interim capacity, and activewear brand TALA welcomed Darren Read as Commercial Director amid continued expansion.

Retail expansions and new store openings were prominent throughout April. Dries Van Noten launched its first standalone store in London at Hanover Square, housed in a historic former bank building. French Connection expanded its outlet presence with a new store in Caledonia Park, Scotland, and New Balance reopened its flagship on Oxford Street with a new experiential retail concept focusing on community and creativity. FatFace, recently acquired by high street retailer NEXT, opened a new outlet in Douglas on the Isle of Man, following earlier openings in Jersey and Ireland.

Additionally, Anya Hindmarch showcased "Anya’s Dive Shop," a pop-up in Chelsea celebrating coastal dive shop aesthetics running through to June, while British jewellery brand Monica Vinader opened its first Manchester boutique to offer customers a tactile, in-person experience of its demi-fine designs. Pull&Bear unveiled a significantly enlarged, relocated flagship at 213 Oxford Street, London, featuring a minimalist and digitised retail design. Activewear label TALA debuted a four-week pop-up at Anthropologie’s King’s Road store in Chelsea, marking its first physical presence in the area. T.M. Lewin announced its return to the high street after a five-year absence through administration, expressing optimism about the brand's future on social media.

Amidst these openings, the sector also witnessed closures, notably Marks & Spencer shutting down its e-commerce arm due to cyber threat concerns, highlighting ongoing challenges in retail security.

TheIndustry.fashion additionally covered industry insights and expert interviews, including discussions on Topshop’s revival strategy, Gymshark’s retail expansion plans, the future of sustainable fashion, and supply chain resilience amid global disruption.

Collectively, April 2025's developments underscore a dynamic period in fashion, combining growth, leadership shifts, and strategic adaptations across various market segments.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.reuters.com/markets/deals/italys-prada-agrees-buy-fashion-rival-versace-2025-04-10/> - This article reports on Prada's agreement to acquire Versace for $1.375 billion, highlighting the consolidation within high-end fashion and its potential impact on brand collaboration and market positioning.
2. <https://www.apnews.com/article/9bef87f68bd80f00d379d4b3628f60ad> - This source details Prada's acquisition of Versace, emphasizing the strategic move to strengthen Italy's position in the luxury fashion industry.
3. <https://www.wbtv.com/2025/04/11/prada-agrees-buy-rival-fashion-house-versace-14-billion-deal/> - This article discusses Prada's acquisition of Versace, noting the deal's approval by both companies' boards and its expected closure in the latter half of 2025.
4. <https://www.devdiscourse.com/article/business/3307107-donatella-versace-steps-down-a-new-era-for-versace-with-prada-acquisition-looming> - This source reports on Donatella Versace stepping down as chief creative officer, with Dario Vitale set to succeed her, aligning with the upcoming Prada acquisition.
5. <https://www.reuters.com/markets/deals/italys-prada-agrees-buy-fashion-rival-versace-2025-04-10/> - This article reports on Prada's agreement to acquire Versace for $1.375 billion, highlighting the consolidation within high-end fashion and its potential impact on brand collaboration and market positioning.
6. <https://www.wbtv.com/2025/04/11/prada-agrees-buy-rival-fashion-house-versace-14-billion-deal/> - This article discusses Prada's acquisition of Versace, noting the deal's approval by both companies' boards and its expected closure in the latter half of 2025.
7. <https://news.google.com/rss/articles/CBMitAFBVV95cUxNbmpQNzh2MnZRdDhjREZqNGlmQ1JOSWh4dHdveGhHVzJEcWxUNHJsN0tKdzZtUWxXWDZUSlJBZ1loWUthaW01bmt3bm5VamUwVTd2aWdheEpUc3YtNzJER1Uzd1M5QnhQUlNGVlViVlJ3b295RlJTN1BnM0lBMU1iYnN2b3ZiMzd0dEg4dW94S1VuaFVOUUJidUl2U2d2RTRwOXpmbXhzYlQzVWhiaDBGbE1OYk4?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data