

Paris, France, February 5th, 2021

Alaïa appoints Pieter Mulier as Creative Director

Myriam Serrano, Chief Executive Officer, announced today the appointment of Pieter Mulier as Creative Director at Alaïa, effective immediately. His first collection will be Spring Summer 22.

After studying Design and Architecture, Pieter worked for Raf Simons and Jil Sander before taking on the role of Design Director at Christian Dior. Most recently, he was Global Creative Director at Calvin Klein.

“It is my great pleasure to welcome Pieter into the Alaïa Maison. Through the creative prodigy and tenacious dedication of our dear founder Azzedine Alaïa, our Maison has been defined by a powerful vision of femininity and sensuality, which will forever set us apart. Pieter stands out with remarkable technical talent and devotion to the craft, a sharp eye for construction and a sense of timeless beauty that is deeply ingrained in the creative approach of our Maison. He combines these qualities with keen intellect, true generosity and unwavering humanity, which fills me with the greatest confidence in his creative leadership and innovative powers. His appointment marks the opening of an important new chapter for our Maison as we jointly seek to carry the foundational values and distinctive style of Alaïa into the future,” said CEO Myriam Serrano.

“It is an absolute dream to join this prestigious Maison, its beautiful ateliers and its talented team. Always ahead of his time and open to all arts and cultures, Azzedine Alaïa’s powerful vision has served as an inspiration, as he always sought to give the necessary time to innovative and enduring creation. It is with this tremendous sense of admiration and responsibility that I will seek to carry forward his legacy of celebrating femininity and placing women at the heart of creation. I look forward to meeting the valued Alaïa clients and friends as well as the Alaïa Foundation, and to jointly shaping the future of this legendary Maison,” said Pieter Mulier.

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