

Relaunch of Adolfo Dominguez in the hands of designer's daughter

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There is a new generation at the helm of Adolfo Dominguez. The Spanish fashion label's board of directors, with a unanimous vote, has appointed Adriana Dominguez González, the eponymous designer's daughter, as General Manager, with a view to relaunching the company. The news was given in a communique issued by Adolfo Dominguez to Spanish financial markets authority CNMV.



Adriana

Dominguez - Adolfo Dominguez

The new boss has forged a 17-year career within the family group, notably as Director of Communication and of the label's fragrance business, and also as President of the AD Foundation. Adolfo Dominguez González remains President of the group and will focus on his role as Creative Director.

Adriana Domínguez, 40, has a degree in international business and oversaw several projects within the fashion label, such as the creation of a new store concept, the introduction of a series of capsule collections, the relaunch of the Agua Frescas de

Rosas fragrance and the launch of another perfume, Rosas Blancas.

"We recently celebrated our fortieth anniversary as an independent fashion label. With maturity comes the need to evolve. Adriana Dominguez is a manager with the ideal profile to steer [the company] through this new stage, thanks to her age, education, business know-how and commitment," said the label's founder.

Adolfo Dominguez operates 505 stores in 30 countries and has 1,405 employees. In the 2016-17 fiscal year, the group generated a revenue of €110 million, compared to €105 million a year earlier.

With Europa Press

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