

St. John Names Humberto Leon Creative Director

SHANGHAI, September 21, 2026 /PRNewswire/ – Lanvin Group (NYSE: LANV, the “Group”), a global luxury fashion group, today announced that Humberto Leon has been named Creative Director of St. John.

Leon co-founded the influential fashion and retail concept Opening Ceremony with Carol Lim in 2002. From 2011 to 2019, the pair served as Creative Directors of Kenzo, bringing a bold, contemporary identity to the French fashion house. Before joining St. John, Leon served as Creative Director of KATSEYE, overseeing the global girl group’s visual identity and image.

Leon’s appointment marks a new chapter for St. John, building on the brand’s nearly 65-year heritage while bringing a fresh perspective to its signatures, including knitwear, sportswear and jewelry. The partnership reflects a shared California sensibility, respect for craftsmanship and belief in clothing that feels as good as it looks.

About Lanvin Group

Lanvin Group is a leading global luxury fashion group headquartered in Shanghai, China and Milan, Italy, managing iconic brands worldwide including Lanvin, Wolford, Sergio Rossi and St. John Knits. Harnessing the power of its unique strategic alliance of industry-leading partners in the luxury fashion sector, Lanvin Group strives to expand the global footprint of its portfolio brands and achieve sustainable growth through strategic investment and extensive operational know-how, combined with an understanding and access to the fastest-growing luxury fashion markets in the world. The shares of Lanvin Group are listed on the New York Stock Exchange under the ticker symbol "LANV". For more information about Lanvin Group, please visit www.lanvin-group.com, and to view Lanvin Group's investor presentation, please visit <https://ir.lanvin-group.com>.

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