

# Hunter Boot Ltd. Names Alasdhair Willis as New Creative Director



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Author: **QueryClick Ltd**

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February 28, 2013, 12:40 pm -- [/EPR NETWORK/](#) -- The UK's leading designer and retailer of quality wellington boots, Hunter, has announced the appointment of a new Creative Director, and also, a new Commercial Sales Director

Hunter Boot Ltd. today announces the appointment of Alasdhair Willis, as its Creative Director, and Fabrizio Stroppa, as its Commercial Sales Director. Based in London, both roles will report into the CEO, James Seuss, who was appointed in December 2012.

A spokesperson for [Hunter Boot](#) explains, "Alasdhair Willis brings amazing creative talent, style, and commercial realisation to the helm of Hunter. His experience with British heritage brands and developing brands globally makes him an ideal choice to lead the creative team at Hunter as we enter our next stage of growth. Alasdhair will define the vision for the brand and develop our creative voice, while working closely with our strong commercial team to bring the world of Hunter to consumers worldwide," James Seuss commented.

Alasdhair Willis said: "It is a genuine honour and a tremendous opportunity to be in this role at such a significant moment for Hunter. Hunter is a fantastic British brand with enormous potential. It has a very strong history dating back nearly 160 years, and I believe the Hunter story and spirit are just as relevant today. The business has already built a strong foundation for growth with its current product offering, centred on the [Original Boot](#). Going forward, we will be focused on expanding the footwear business while building on the exciting opportunities in other categories such as outerwear. We will also be clearly defining the brand's position in the market and

communicating our unique vision across all platforms. I look forward to working with the growing and talented design team.”

Jim Seuss remarked, “I am also pleased to welcome Fabrizio Stroppa to Hunter as Commercial Sales Director. With over 25 years of experience working with luxury brands, including Mulberry, Giorgio Armani and Donna Karan, Fabrizio brings an incredible wealth of expertise in the luxury goods sector. He will be integral to the further development of Hunter’s international presence.”

Fabrizio Stroppa commented, “I am delighted to be joining [Hunter](#) at such a unique stage in its development. With James’ strategic and commercial leadership and the new creative direction, Hunter now has the dynamic team needed to create a global brand. As we develop and open new markets, we will be working with some of the best retailers in the world to showcase the Company’s collections. Hunter also plans to launch branded shop-in-shops in key markets and flagship stores in key cities worldwide.”

The first new collection for the brand will be showcased for Autumn/Winter 2014. Willis will also maintain his role at his Creative and Branding consultancy firm.

#### **About Hunter Boot Ltd**

Established in 1856, as the North British Rubber Company, Hunter has over 150 years of boot-making expertise. Hunter’s iconic Original green wellington was first produced in 1955. With offices in London, Edinburgh and New York, Hunter now sells a wide range of other footwear as well as bags, socks and related accessories. Hunter is a holder of two Royal Warrants. In 2012, funds managed by Searchlight Capital Partners L.P. became majority shareholders in the Company.

Contact Details: For further information, please contact:  
UK & International:

Hunter Boot Ltd  
36 Melville Street  
Edinburgh EH3 7HA  
Scotland  
Michelle Noschese  
[michelle.noschese@hunter-boot.com](mailto:michelle.noschese@hunter-boot.com)  
+ 44 207 307 9869

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