

Apple Recruits Yves Saint Laurent CEO

Written by Marco Attard
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Bloomberg reports former Yves Saint Laurent CEO Paul Deneve joins the Apple ranks as VP, where he will work under CEO Tim Cook on what the company cryptically calls "special projects."



Deneve is no stranger to Apple, having worked with the company on 1990-1997. He also had experience leading Lanvin and Nina Ricci before becoming YSL CEO on 2011.

The hire appears unrelated to Apple's still vacant head of retail position-- that particular vacancy remains available since the company [kicked out Ron Johnson replacement John Browett](#) (he of Dixons and the \$55 million "golden Hello") after all of 6 months back on October 2012.

If not retail, what will Deneve work on? Speculation points towards wearables design, maybe a team up of fashion expertise with the engineering chops of Sir Jony Ive working on the now-mythical iWatch. That, or simple managerial self indulgence...

In further Apple recruitment news Bloomberg says Hulu executive Pete Distad is helping the company in "negotiations to acquire content for Apple TV," at least according to a pair of anonymous sources.

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