

ACCESSORIES

Jewelry Brand DoDo Has Named a CEO

- Teejana Beenessreesingh currently works at Bottega Veneta in business development, retail performance and digital.

BY MILES SOCHA

Signaling its ambitions in the vibrant jewelry category, Kering has appointed a chief executive officer of DoDo, WWD has learned.

A five-year veteran of Bottega Veneta, also controlled by Kering, Teejana Beenessreesingh joins the Milan-based house on July 1, reporting to Francesca Bellettini, Kering's deputy CEO in charge of brand development.

It is understood Beenessreesingh has been tasked with securing the next phase of growth for DoDo, boosting its desirability and strengthening its market positioning in the luxury and gifting segments.

Beenessreesingh is currently director of business development, retail performance and digital business at Bottega, where she's risen through the ranks in recent years.

She joined the Italian fashion house in 2020 as chief of staff to Leo Rongone, CEO of Bottega Veneta, later also taking on responsibilities in the commercial, retail and other departments.

Her LinkedIn profile lists stints at Cartier in Paris and Bain & Co. in Dubai. In addition, she logged a decade as an investment banker at UBS Investment Bank and hedge-fund manager at Citadel in New York.

She studied management science and economics at the Massachusetts Institute of Technology in Boston, and also holds an MBA from HEC in Paris.

Founded in 1994, and acquired by

Kering in 2013 alongside Pomellato, DoDo is known for its animal and good-luck charms, and sustainable credentials.

The DoDo team used to be part of the Pomellato organization, and the brand will now have its own management structure.

While Kering does not break out numbers for its smaller brands, it signaled vibrancy for its jewelry houses in the first quarter of 2025, highlighting that "Boucheron achieved a robust performance over a high comparison base, Pomellato had an excellent quarter, driven in particular by new pieces in its Nudo line and Qeelin achieved outstanding growth."

Teejana Beenessreesingh

