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Although Mr. Brawer 's appointment as president was long expected , the move on Sept. 25 precipitated the resignation of Alan Lesk as senior vice president of sales and merchandising .

[21390017]

Three days later , Mr. Lesk was named president and chief executive officer of Olga Co. , a competing intimate apparel division of Warnaco Inc .

[21390018]

Warnaco also owns Warners , another major intimate apparel maker .

[21390019]

Mr. Lesk could n't be reached to comment .

[21390020]

But Maidenform officials say that after spending 24 years at Maidenform , Mr. Lesk , 48 , made it clear he wanted the top job .

[21390021]

" If you want the presidency of the company , this is n't the firm to work for , " says James Mogan , 45 , who was named senior vice president of sales , assuming some of the responsibilities of Mr. Lesk .

[21390022]

The company downplayed the loss of Mr. Lesk and split his merchandising responsibilities among a committee of four people .

[21390023]

" My style is less informal , " Mr. Brawer says .

[21390024]

Top officers insist Maidenform 's greatest strength is its family ownership .

[21390025]

" You ca n't go anywhere in this company and find an organizational chart , " one delights .

[21390026]

" It is fun competing as a private company , " Mr. Brawer says .

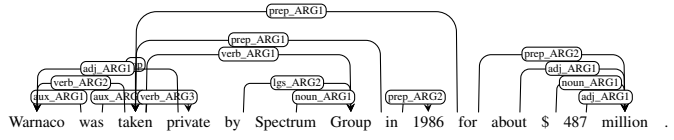
[21390027]

" You can think long range . "

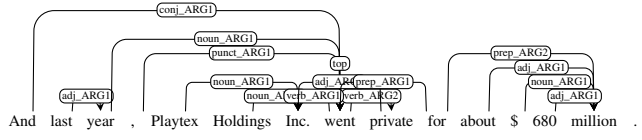
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Other major players in intimate apparel apparently feel the same way .

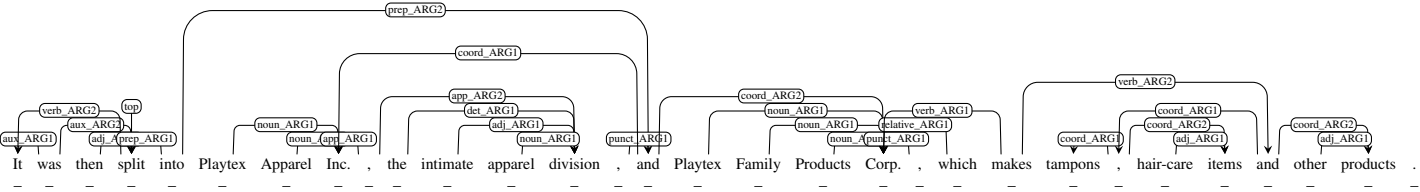
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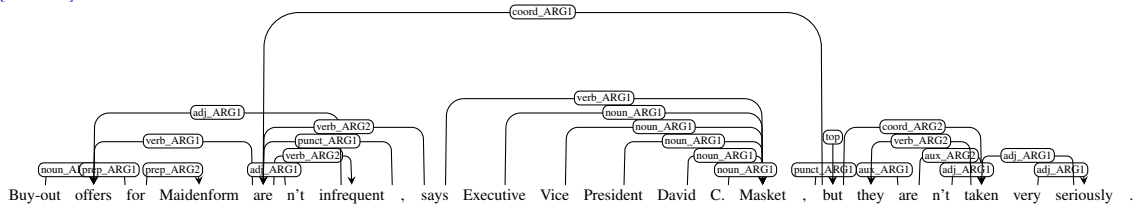
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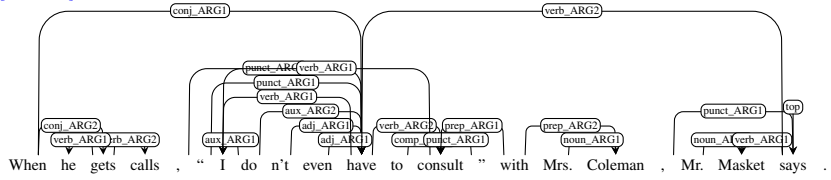
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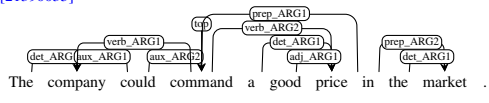
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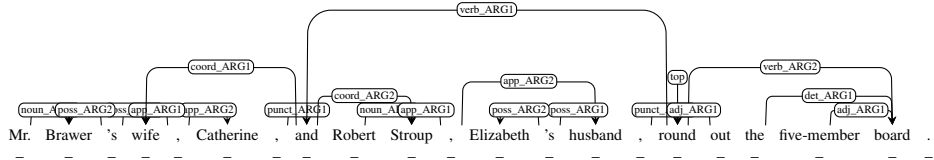
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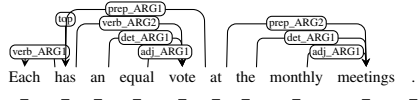
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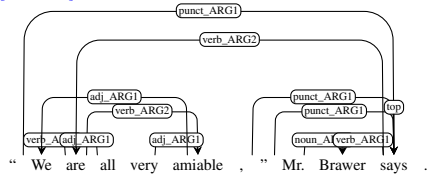
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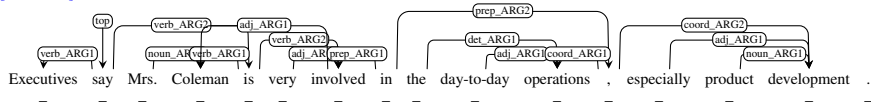
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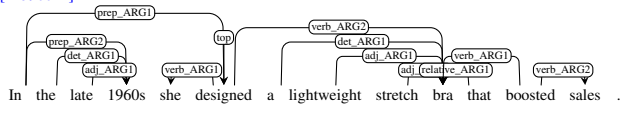
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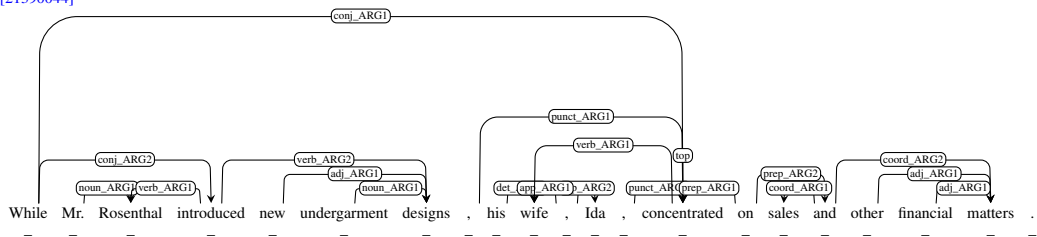
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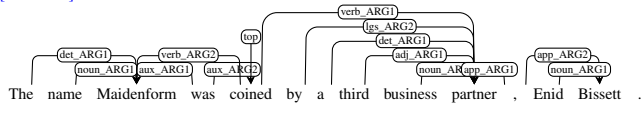
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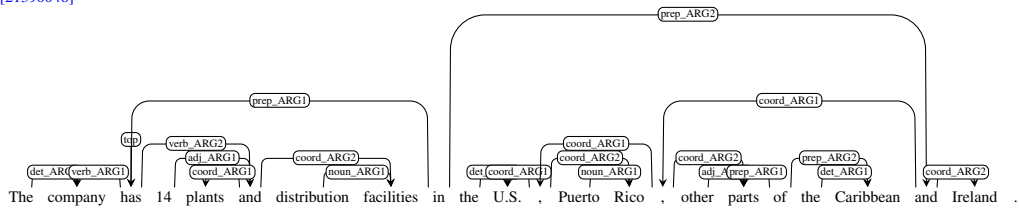
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