

Reed Krakoff Announces Top Management Appointments of Stacy Van Praagh to President and Evelyn Kim to Chief Digital Officer
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NEW YORK, May 20, 2014 /PRNewswire/ -- Luxury fashion house Reed Krakoff, LLC announces the appointment of Stacy Van Praagh to Global President. Van Praagh will report directly to Reed Krakoff, who will retain the position of CEO, and will be based out of the brands' headquarters in New York City.

Evelyn Kim additionally joins as Chief Digital Officer, a newly created position.

The appointments are the first steps in an aggressive development strategy for the brand.

Van Praagh will oversee all aspects of the global retail and wholesale business expansion and will additionally work to deepen the brands' existing distribution network. Evelyn Kim will be charged with the development of new marketing and digital platforms.

Stacy Van Praagh brings more than two decades of knowledge in both luxury retail and wholesale markets, with past posts of President of FENDI Americas, and key leadership roles at Oscar de la Renta, Kate Spade and CHANEL. Van Praagh is a graduate and member of the Board of Trustees of Rollins College.

Evelyn Kim joins from Tiffany & Co. where she most recently held the post of Vice President, Global Digital Marketing. She is a graduate of New York's School of the Visual Arts, holds a M.F.A from Yale University and most recently completed her G.M.P at Harvard Business School.

"I'm extremely pleased to announce the additions of two new key members of the Reed Krakoff organization," says Reed Krakoff. "Stacy Van Praagh is a talented and seasoned luxury executive whose drive and enthusiasm will lead our global retail and wholesale business. Evelyn Kim, our Chief Digital Officer, brings with her a wealth of experience and talent from the world of new technology. She will lead the marketing vision and execution of our brand in the digital space. Her hire embodies our commitment to making Reed Krakoff an innovative and creative luxury brand."

Van Praagh notes, "There is strong potential in the global luxury marketplace for unique brands who have their roots in America. They must have vision, creativity and interesting stories to tell. When considering the brands that will succeed, Reed Krakoff is at the top of the list. I believe in the significant potential ahead for the impressive Reed Krakoff team. I join them to strategically and nimbly accelerate forward. Reed is full of design talent and unique creativity. Together, we will thoughtfully bring this vision into the brand and out to the global marketplace. With the proven successes and momentum of the brand today, I am confident and excited for the future."

Evelyn Kim adds, "I am excited to be developing a marketing program with digital as its core. Our customer will be at the heart of all that we do and each initiative will be mindfully crafted to focus on the consumer."

ABOUT REED KRAKOFF

Graphic, sculptural and born from a unique vision of modern style, the Reed Krakoff collection is marked by a new approach to design, where luxury and utility are interpreted across a full line of ready to wear, handbags and accessories, shoes and jewelry. A global brand, Reed Krakoff is headquartered in New York City. The first collection debuted in September 2010.

SOURCE Reed Krakoff

Contacts: Media Contact: Jennifer Volk, REED KRAKOFF, Public Relations, 212 615 2018 / telephone, jvolk@reedkrakoff.com / email

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