

COMMERCE

Michael Kors underscores menswear potential with new hire

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Michael Kors

By STAFF REPORTS

U.S. fashion label Michael Kors is working to improve its position in menswear with new hire Mark Brashear at the department's helm.

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As president of men's, Mr. Brashear's appointment is a strategic step toward developing **Michael Kors'** menswear division. The Michael Kors brand sees potential in men's fashions given the success of other brands who have expanded or emphasized their male lines.

Opportunity knocks

As of July 7, Mr. Brashear reports directly to the brand's CEO/chairman John D. Idol. Mr. Idol said of Mr. Brashear in a statement that "Mark's appointment is a big step forward because he brings with him a wealth of skills and experience in men's brand-building."

Mr. Brashear's background in menswear is extensive. During his five-year tenure at Hugo Boss, where he acted as the brand's CEO/chairman, Mr. Brashear evolved the label's owned-retail strategy.

In addition to his five-year tenure at Hugo Boss, Mr. Brashear developed knowledge of the

industry from his work as president of Façonnable and executive vice president of the southwest unit of Nordstrom.



Michael Kors' men's spring 2015 collection

With big launches on the horizon, Mr. Idol notes that Mr. Brashear's appointment is timely and will help "build substantially on the momentum [they have] created." The brand is set to launch a new men's fragrance and new men's watch collection.

Also in the coming months, the brand will open the doors to its new flagship store in SoHo. The flagship will be the first to include a full men's department.

Michael Kors has recently made other key appointments to oversee developing areas.

For example, the brand tapped Tiffany & Co.'s former senior vice president of Asia, Stephane Lafay, to act as president of the region. The newly created president of Asia role reflects the brand's rapid expansion in the region and its desire to stay ahead of competitors ([see story](#)).

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