

IN-STORE

## Lagos sees management shifts

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*Lagos' Caviar collection*

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By STAFF REPORTS

Jeweler Lagos is undergoing management changes as the founder steps down as CEO to turn his attention to being chairman and creative director.

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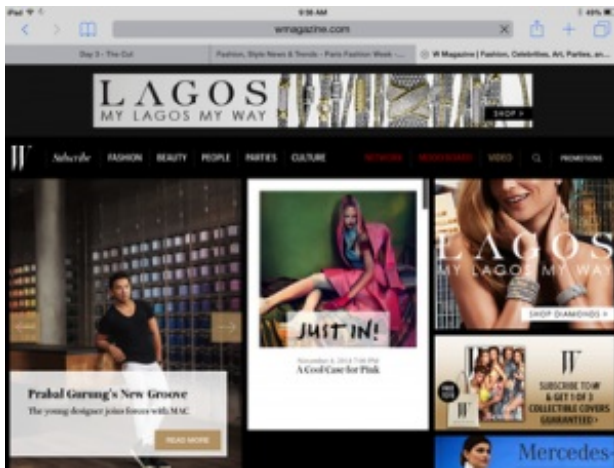
**Luxury Daily**

Steven Lagos has been the CEO and creative director since the brand's founding in 1977, but the president for the past seven years, Chris Cullen will now take over at the CEO. In-house changes often put scrutiny on brand's next collection as loyal consumers anticipate the potential in-store differences.

### Promotion time

The transition upward for Mr. Cullen also saw promotions among others. Isabelle Scarchilli has been the director of marketing for four years and is taking over as the vice president of marketing. She plans to place a new brand strategy in play in the upcoming year.

Amanda Wilinger has only been with Lagos for a year as the director of ecommerce, but will take the vice president position in digital and ecommerce. She will have greater responsibilities revolving around Lagos' presence in digital markets.



### *Lagos mobile ad*

Diana Nichols will take over in a new position, sales director. Ms. Nichols will be widening Lago's presence among retailers.

Mr. Lagos said in a branded statement, "I am happy to announce the promotion of four outstanding executives on our management team and my new role with the company. Thanks to the strong growth we are enjoying, we are putting more resources into design, marketing and distribution to fully take advantage of the timeless appeal of our designs and the exciting dynamics shaping tomorrow's market places."

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