

COMMERCE

Michael Kors strengthens menswear leadership with new position

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Michael Kors menswear

By STAFF REPORTS

U.S. fashion label Michael Kors is looking to further grow its menswear business with the creation of a new dedicated executive role.

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Marcel Ostwald, newly appointed the senior vice president, menswear at the brand, will work on both the creative strategy and product development, alongside designer Mr. Kors and president of men's, Mark Brashear. This new hire is the latest in a series of strategic moves to help build Michael Kors' menswear into a more global business.

Building a team

Last year, Michael Kors worked to improve its position in menswear with new hire Mr. Brashear at the department's helm.

As president of men's, Mr. Brashear's appointment was 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 ([see story](#)).

Similarly to Mr. Brashear, Mr. Ostwald has previously worked for Hugo Boss. Mr.

Ostwald's 11-year tenure at the company included positions in creative management and concept design.



Michael Kors fall/winter 2015

Mr. Ostwald will begin at Michael Kors August 1.

In a brand statement, John D. Idol, chairman and CEO of Michael Kors, said. "We are very pleased that Marcel Ostwald is bringing his talent, experience and innovative spirit to Michael Kors. We've stated our intention to build a substantial, global men's business at Michael Kors, and exceptional design is critical to achieving that goal.

"We look forward to Marcel's leadership in creating both exceptional product and a strong men's fashion identity that captures the essence of the Michael Kors brand DNA."

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