

RETAIL

## HBC taps former Bergdorf Goodman exec as head of partnerships

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*Image courtesy of Saks Fifth Avenue*

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By STAFF REPORTS

Hudson's Bay Company, the parent company of Saks Fifth Avenue, is looking to further differentiate its offerings with a newly created position.

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The retail group has hired Ed Burstell as its new head of partnerships, tasking him with creating collaborations between its banners and brands. Mr. Burstell comes to HBC from Liberty of London, with a track record of exclusives that helped drive revenue growth for the British retailer.

Collaboration minded

During Mr. Burstell's eight years at Liberty, he launched the store's first pop-ups from Herms and Manolo Blahnik, and he also teamed with Nike and Uniqlo. His efforts helped to drive Liberty's double-digit year-over-year growth.

Before Liberty, Mr. Burstell was Bergdorf Goodman's senior vice president of accessories, footwear, fine jewelry, designer jewelry, cosmetics and fragrance. Prior to that, he was general manager of Henri Bendel.



*Vans in a Liberty floral print*

Along with Saks and its off-price arm Saks Off Fifth, Hudson's Bay owns Lord & Taylor, Gilt Groupe and its eponymous Hudson's Bay, among other retail brands. Mr. Burstell's position will include overseeing all of the banners across the globe.

"HBC is focused on innovation, collaboration and developing unique partnerships as part of our strategy to differentiate," said Jerry Storch, CEO of Hudson's Bay Company. "Ed's roster of successful launches and collaborations, matched with his reputation as a true arbiter of fashion, makes him the obvious choice to lead this new division for Hudson's Bay Company."

Mr. Burstell will assume his new role on Dec. 5, and will report to Mr. Storch as part of the group's senior leadership team.

"I am thrilled to join Hudson's Bay Company, especially during this time of global expansion, growth in North America and industry-leading developments across platforms," Mr. Burstell said. "I am looking forward to building a partnership platform that delivers exceptional innovation to customers across HBC's banners, which will contribute to the evolution of one of the most exciting retailers in the world."

A Hudson's Bay Company digital executive at the Mobile Shopping Summit 2015 underscored the importance of the mass exodus to mobile Web in recent years and the need for retailers targeting affluent shoppers to provide optimized checkout experiences on mobile sites.

During the "Product Roadmap Panel: Balancing The Day To Day Vs. Future Innovation" session, executives from HBC Digital, VF Corporation and SeaWorld Parks and Entertainment discussed the importance of engaging in long-term planning for mobile solutions while simultaneously not neglecting current trends or needs. The Hudson's Bay executive, who primarily oversees the Saks Fifth Avenue and Saks Off 5th brands, highlighted how retailers must keep in mind their target audience's mobile usage when thinking about how best to fuel sales ([see story](#)).