

RETAIL

## Barneys completes executive succession plan, names new CEO

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*Exterior of Barneys New York flagship*

By STAFF REPORTS

Department store chain Barneys New York's executive roles are shifting, as former CEO Mark Lee takes on a new position within the company.

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Mr. Lee, who had been CEO since 2010, has become Barneys' executive chairman. Filling the now open position, former chief operating officer Daniella Vitale has been named the retailer's new CEO.

### Making a change

Rumors of Mr. Lee stepping down as CEO had been circling for months. According to a statement by Barneys owner Richard Perry, he and Mr. Lee had a plan in place from 2012 for him to be succeeded by Ms. Vitale in 2017.

Mr. Lee was previously the CEO of Gucci, and recruited his former Gucci coworker Ms. Vitale into the retailer in 2010 as chief merchant/executive vice president.

Ms. Vitale, who had been chief operating officer since 2013, oversaw Barneys' merchandising, digital efforts, store operations and business development.



*Barneys' Chelsea flagship store*

Both Ms. Vitale and Mr. Lee will report to Mr. Perry.

Barneys also has changing leadership within its buying department.

The retailer selected Marina Larroud, formerly of Cond Nast-owned Teen Vogue, as its fashion director.

Ms. Larroud joins the specialty retailer after spending two years as Teen Vogue's fashion and accessories director, where she oversaw all fashion-related content for the print and online editions of the magazine. During her time at Teen Vogue, Ms. Larroud was instrumental in curating trends and consistently sought out emerging talent, skills that will be beneficial as she makes the transition to the retail field ([see story](#)).

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