

APPAREL AND ACCESSORIES

Ralph Lauren's leadership evolution continues with two new hires

February 16, 2017



Ralph Lauren's February 2017 collection during NYFW

By STAFF REPORTS

U.S. fashion label Ralph Lauren has announced additions to its executive leadership team in support of its ongoing Way Forward Plan.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Way Forward plan was established to refocus Ralph Lauren's offerings with a concentration on what made its designs iconic, but for today's consumers. Earlier this month, Ralph Lauren shared that CEO Stefan Larsson would be stepping down from his position due to differing views on how the brand should evolve the creative and consumer-facing components of the business ([see story](#)).

New direction, new positions

Ralph Lauren plans to strengthen its top-level leadership with the appointment of Jonathan Bottomley as chief marketing officer and Tom Mendenhall as head of all men's brands.

Mr. Bottomley's position is a new role at Ralph Lauren. As CMO he will be responsible for evolving Ralph Lauren's brand voice and will lead the global marketing team in addition to creating marketing strategies across the label's banners.

Prior to joining to Ralph Lauren, Mr. Bottomley worked at Virtue, a Vice Media Company, as chief strategy officer and before that, he was the chief strategy officer and managing partner of Bartle Bogle Hegarty, where he led strategic brand-building efforts for luxury and lifestyle clients.

Mr. Bottomley starts at Ralph Lauren April 3 and will report to Valerie Hermann, president of global brands and Ralph Lauren, executive chairman and interim-chief creative officer. When a new CEO is hired to replace Mr. Larsson, Mr. Bottomley will report to said person.



Ralph Lauren February 2017 collection looks

A second new executive role was created for Mr. Mendenhall. The executive will serve as Ralph Lauren brand president for its Men's Polo, Purple Label and Double RL lines.

All men's brand functions including design, merchandising and maximizing brand strength will report to Mr. Mendenhall directly starting March 29. He will report to Ms. Hermann.

For more than a decade, Mr. Mendenhall worked as the chief operating officer at Tom Ford International. Prior to Tom Ford, Mr. Mendenhall was the senior vice president at Abercrombie & Fitch and spent almost 10 years as Gucci's worldwide director of merchandising.

"As we write our next chapter, we continue to add exceptionally strong leaders with the passion, energy and talent to lead our company into the future," said Mr. Lauren in a statement.

"Both Jonathan and Tom bring a fresh perspective and incredible depth of brand experience to Ralph Lauren," he said. "They each have impressive track records and we are looking forward to welcoming them into our leadership as our evolution continues."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.