

RETAIL

Joshua Schulman exiting Bergdorf Goodman for Coach

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Image courtesy of Bergdorf Goodman

By STAFF REPORTS

Department store Bergdorf Goodman's president Joshua Schulman is stepping down from his position to take on a new role at fashion label Coach.

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Mr. Schulman, who has been with Bergdorf Goodman's parent company Neiman Marcus Group since 2012, will leave his current role on May 10. As of June 5, the executive will become the president and CEO of the Coach brand, a newly created position.

Moving on

At Coach, Inc., Mr. Schulman will report to Victor Luis, the CEO of the company. In 2015, Coach acquired footwear label Stuart Weitzman, becoming a multi-brand organization ([see story](#)).

Along with his role as president of Bergdorf Goodman, Mr. Schulman also became the president of NMG International in 2014 when the group acquired Munich-based retailer MyTheresa.



Joshua Schulman

Before joining Neiman Marcus Group, Mr. Schulman was CEO of Jimmy Choo for five years. His past experience also includes executive vice president of worldwide merchandising and wholesale at Saint Laurent and worldwide director of women's ready-to-wear at Gucci.

"I have been very impressed with the evolution of Coach under Stuart Vevers's creative direction and Victor Luis's leadership," said Mr. Schulman in a statement. "I look forward to working with the talented global teams at Coach to build on this transformation, driving growth and relevance for the iconic brand across product categories, channels and geographies."

Rumors have been swirling that Coach is in the process of acquiring other labels such as Kate Spade.

Reports last fall also suggested a merger between British heritage brand Burberry and U.S. fashion label Coach, but sources quickly came out denying an acquisition ([see story](#)).

Along with Mr. Schulman, Coach promoted Ian Bickley from president, international group for the Coach brand to President, Global Business Development and Strategic Alliances for Coach, Inc. This restructuring points to Coach's aspirations to turn itself into a larger multi-brand company.

"Coach, Inc. is now better positioned to continue its journey as a global house of brands," said Mr. Luis in a statement. "Ian's new appointment, together with the addition of Joshua Schulman to our seasoned group of leaders, will enable the company to focus on strategic and long-term growth opportunities across brands and businesses."