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Bergdorf Goodman hires new president with digital focus

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Bergdorf Goodman is taking a stronger stance on digital. Image credit: Bergdorf Goodman

By STAFF REPORTS

Neiman Marcus Group is supporting its commitment to pivot towards digital with a new president for Bergdorf Goodman.

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On Sept. 24 of this year, Darcy Penick will join Bergdorf Goodman as president, reporting directly to Neiman Marcus Group CEO Geoffroy van Raemdonck. With a significant history in digital commerce, Ms. Penick will be in control of the department store's two flagship locations in New York as well as all of its digital entities.

Expanding digital expertise

Ms. Penick will join Bergdorf and the Neiman Marcus Group from Amazon.com Inc.'s online fashion retailer ShopBop, where she is CEO.

There she focused on customer engagement with daily fashion content, expertise that she will bring to Bergdorf to help it with its digital investments.

Prior to joining ShopBop in 2009, where she started as divisional merchandise manager, Ms. Penick worked with Saks Fifth Avenue for three years.

However, she does have a history with the Neiman Marcus Group, beginning her foray into retail with the group in 2000 with various merchandising roles across the group including Bergdorf Goodman.



Darcy Penick joins Bergdorf from ShopBop

"Darcy's impressive leadership skills coupled with her success in digital and international retail make her the perfect choice to accelerate global growth at Bergdorf Goodman," said Mr. van Raemdonck in a statement. "I have every confidence that Darcy will partner with our very talented existing team to bring even greater luster to Bergdorf Goodman and continue to elevate the brand as one of the world's most prestigious luxury retailers."

Neiman Marcus Group said in June it has seen success with its strategy centered on digital retail and exclusives.

For the third quarter of fiscal year 2018, the company's revenues were up 4.8 percent year-over-year. Neiman Marcus Group's sales are showing signs of stabilization, following three consecutive quarters of growth ([see story](#)).

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