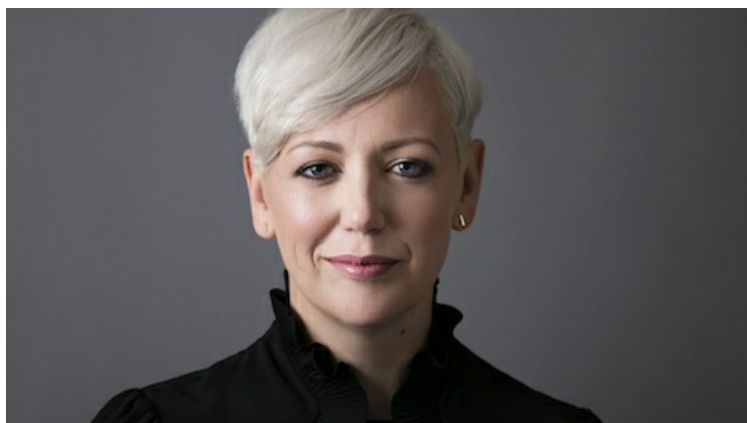


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## Bergdorf Goodman's Darcy Penick: Luxury Woman to Watch 2019

November 20, 2018



*Darcy Penick*

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Darcy Penick, president, **Bergdorf Goodman**, New York

"I have always associated luxury with creating emotional, unique and exclusive experiences for customers"

What do you most like about your job?

I enjoy working with a best-in-class, talented team. They truly live and breathe the Bergdorf Goodman brand and are passionate about serving our customers with a spectacular fashion experience.

What is the biggest challenge in your work?

Bergdorf Goodman is an iconic brand with a rich and storied history, and it's important that we honor that heritage while still innovating our experience to inspire our customers and meet their lifestyle needs of today. This includes evolving, developing and enhancing our customer service, Web site and stores.

We have a lot of exciting and challenging work ahead of us to improve the online experience and further translate our brand into an equally inspiring online experience to better serve customers.

What is your work priority for 2019?

My priority is to strategically invest in initiatives that help create a fluid and seamless Bergdorf Goodman experience across the store and our online channels. This experience should leverage our rich heritage while innovating to best serve our customers worldwide.

What is your proudest achievement in luxury?

I'm proud to have started my career with a foundation in luxury.

My first role out of college was in Neiman Marcus' executive development program. Immediately following, I was a buyer for Bergdorf Goodman.

I'm thrilled to be back with Neiman Marcus Group and entrusted with leading this luxury institution.

How do you see luxury evolving in 2019?

I have always associated luxury with creating emotional, unique and exclusive experiences for customers.

I believe that in the coming years, luxury will continue to see the convergence of technology with personalized experience to even better meet and exceed customers' expectations.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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