

REAL ESTATE

Douglas Elliman hires former Barneys exec as vice president of marketing

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Listing in Long Island, NY from Douglas Elliman. Image credit: Douglas Elliman

By STAFF REPORTS

Brokerage Douglas Elliman has named Stephanie Garbarini as its new vice president of marketing, tapping into her expertise at brand building.

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Ms. Garbarini was most recently at the Ascena Retail Group, which includes the Dressbarn, Ann Taylor and Lane Bryant brands in its portfolio. At Douglas Elliman, Ms. Garbarini will oversee the brokerage's brand and the implementation of its marketing program.

Brand building

Ms. Garbarini began her career at Chicago-based real estate firm Regent. From there, she moved on to fashion and retail roles in New York.

Some of Ms. Garbarini's previous work included tenures at J. Crew and Liz Claiborne. She also was vice president of marketing at Barneys New York.

Now, Ms. Garbarini is returning to real estate with Douglas Elliman. In addition to overseeing its national marketing program, she will be focused on driving the brokerage's positioning as well as its brand building and management.

"Stephanie's focus throughout her career has been at the crossroads of fashion, real estate and hospitality," said Howard M. Lorber, executive chairman of Douglas Elliman Realty, in a statement. "This background brings a unique and strategic vision to our brand. We are very happy to have her on board at Elliman."



New York is important in luxury real estate. Image credit: Douglas Elliman

Douglas Elliman has recently hired other marketers with experience beyond the real estate world.

The brokerage looked to gain better traction with its marketing through a new hire.

Samantha Yanks, a marketing expert with experience of over 18 years in luxury real estate, fashion and lifestyle content, will be joining the firm as chief marketing officer, overseeing its branding, digital marketing and positioning. She comes to Douglas Elliman from Modern Luxury, where she was most recently editor in chief of the magazines *Gotham* and *Hamptons* ([see story](#)).

"I'm so excited to be a part of the Douglas Elliman family and for the opportunity to work with this powerful global brand," Ms. Garbarini said in a statement. "I have always had a passion for real estate, and I look forward to bringing my strengths, knowledge and relationships to the firm.

"There is so much creative talent here in the marketing division, and I couldn't not be happier to take on this new challenge," she said.

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