

APPAREL AND ACCESSORIES

Tapestry adds consumer brand veterans to board

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Tapestry's headquarters in New York City. Image credit: Tapestry

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Tapestry, Inc. is appointing Pam Lifford and Thomas Greco to the company's board of directors.

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The appointments of Ms. Lifford and Mr. Greco to the board bring the membership to 10, including nine independent directors. They will serve alongside Susan Kropf, John Bilbrey, Darrell Cavens, Joanne Crevoiserat, David Denton, Anne Gates, Annabelle Yu Long and Ivan Menezes.

"We are extremely pleased that Pam and Tom have agreed to join our board," said Joanne Crevoiserat, CEO of Tapestry, Inc., in a statement. "We are confident that their respective experience and counsel will prove valuable to us as we execute our acceleration program and fuel long-term growth and profitability across our portfolio of brands.

"Pam is a results-driven leader with a passion for our industry and a strong track record of growing iconic global consumer brands," she said. "Tom is an innovative leader who brings a unique combination of strategic and operational expertise from customer centric businesses."

Board of new perspectives

Ms. Lifford serves as president of Warner Bros./WarnerMedia Studios and Networks Group's Global Brands and Experiences overseeing the development of innovative fan-engagement opportunities across WarnerMedia's content and networks businesses, including Warner Bros., HBO and Cartoon Network properties, consumer products and themed entertainment.

Ms. Lifford spent 12 years at the Disney Company where, in her role as executive vice president, she oversaw the global home, fashion and infant businesses. She is largely credited with evolving Mickey and Minnie Mouse from a children's business to global fashion and lifestyle brands driven by notable collaborations with renowned designers.

Earlier in her career, Ms. Lifford held positions at leading brands, including Nike, Quiksilver, Inc. and Road Runner Sports.



Pam Lifford and Thomas Greco. Image credit: Tapestry

Mr. Greco has held his current role as president, CEO and board member of Advance Auto Parts since 2016. With significant general management experience in corporate strategy, marketing, supply chain and logistics, Mr. Greco has overseen the development of the company's long-term strategic plan.

Mr. Greco also launched the company's transformation initiatives, enabling further integration of Advance's \$2 billion GPI acquisition completed in 2014. Prior to joining Advance Auto Parts, Mr. Greco served as CEO of Frito-Lay North America where he was responsible for overseeing PepsiCo's snack and convenient foods business in the U.S. and Canada.

Tapestry Inc. nearly achieved \$5 billion in net sales for the 2020 fiscal year, even as sales were dramatically impacted in the fiscal fourth quarter due to coronavirus-related store closures.

For the year and quarter ended on June 27, net sales for Tapestry totaled \$4.96 billion, down from \$6.03 billion in the 2019 fiscal year. This figure includes \$715 million in net sales during Q4 2020, a fall from \$1.51 billion in Q4 2019 ([see story](#)).

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