

RETAIL

ShopWorn taps Neiman Marcus alum to lead UX strategy

December 16, 2020



Items on ShopWorn are not new and never used. Image courtesy of ShopWorn

By LUXURY DAILY NEWS SERVICE

Online retailer ShopWorn has added Frank Crisci to its team as it looks to improve its ecommerce experience.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The former vice president of merchandising and chief merchant at Neiman Marcus Last Call, Mr. Crisci joins ShopWorn as its first user experience advisor. Launched in 2015, ShopWorn was created to help brands and retailers sustainably alleviate the challenge of unsold inventory and guarantees every item to be 100 percent authentic and never previously owned.

"Frank Crisci is a man whose reputation precedes him in an industry where your reputation is everything," said Larry Birnbaum, CEO at [ShopWorn](#), in a statement. "We are honored to have him on board as we continue building our ShopWorn team with industry leaders.

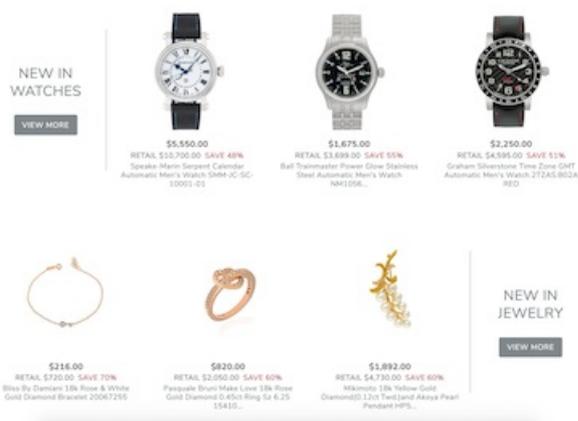
"His contributions will help ShopWorn reach its goal of making the retail industry a win-win-win for all from brands to retailers to the customers who find incredible value on our site," he said.

ShopWorn makes moves

Mr. Crisci was a senior buyer at Bloomingdale's before taking on top merchandising roles at Anne Klein/Jones Apparel Group and Lucky Brand/Juicy Couture/DKNY/ Liz Claiborne.

Most notably, Mr. Crisci helped lead Neiman Marcus Last Call to a profitable \$500M online and store omnichannel business across all merchandising categories during his eight years with the group.

He will apply that experience to help the growing platform solidify its position as a luxury ecommerce destination.



The Shopworn homepage

"Every brand and retailer deals with the headache of unsold inventory," Mr. Crisci said in a statement. "When I was introduced to the ShopWorn business model, it clicked instantly.

"This is what luxury retail needs right now, especially since the pandemic has irreversibly disrupted the supply chain," he said. "ShopWorn has emerged at the right time as the retail industry grapples with the new normal."

"I'm excited to be part of the team going into 2021 and new industry frontiers."

ShopWorn which carries small leather goods and accessories from labels such as Bottega Venetta, Bulgari, Chopard, Gucci and more expanded to Asia Pacific earlier this year.

The platform also recently launched the ShopWorn BuyBack partnership program. Through the program, select retailers can be confident in knowing whatever products they order from ShopWorn brand partners comes with a guarantee that ShopWorn will buy from them any items that do not sell after a period of time ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.