

JEWELRY

## Evan Yurman assumes role as president of David Yurman

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*Evan Yurman has worked with the family business since 2002. Image courtesy of David Yurman*

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By LUXURY DAILY NEWS SERVICE

U.S. jeweler **David Yurman** has appointed Evan Yurman as the organization's new president, effective immediately.

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Mr. Yurman has worked with the company since 2002, heading the men's, wedding, high and fine jewelry businesses and most recently working as chief creative officer. As president, he will continue fostering the jeweler's creative expression while also focusing on commercial oversight and strategic growth plans.

"I am excited to take on this position and continue to shape the future of the brand and the company," Mr. Yurman said in a statement.

### Brand leadership

Mr. Yurman's parents, brand cofounders David and Sybil Yurman, are remaining in their current roles as co-CEOs of the company.

"Evan has been working with us for the last 20 years and we are pleased to have him step into the role of President and lead the company," the couple said in a statement.

Outgoing president and chief commercial officer Carol Pennelli has stepped down from her role and is currently aiding the company during this transition. During her 20 years at the jeweler, she helped expand fully-owned stores and concessions to 50 locations throughout the United States and abroad, immensely elevating the David Yurman brand.

The company is now searching for a new chief operating officer who will partner closer with the incoming president to evolve the company's infrastructure, expand the company and implement the organization's global strategic vision.



*The Cable bracelets are finished with pav diamonds hand set in the shape of the Empire State Building's iconic Art Deco crown and faade. Image credit: David Yuman*

In May, the jewelry brand honored its hometown of New York with a limited-edition collection and philanthropic effort.

In partnership with the Empire State Building, the new Empire Collection from David Yurman celebrates the iconic skyscraper's 90th anniversary. Through June 20, the jeweler donated 20 percent of the purchase price for each piece sold from the collection to the philanthropic organization Robin Hood Foundation ([see story](#)).

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