

RETAIL

Hirshleifer's Marci Hirshleifer Penn: Luxury Woman to Watch 2023

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Marci Hirshleifer Penn

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 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:

Marci Hirshleifer Penn

Global personal shopping director/women's buyer

Hirshleifers

Manhasset, NY

"Nowadays, a new campaign shoot or collection is not just that it is a huge story that the brand is telling"

What do you most like about your job?

I love the way a great outfit can really transform a person's self. It adds this little spark when it is done right, so I love seeing that moment in my clients and being there for a lot of their special life moments.

What is the biggest challenge in your work?

My job is very on, on, on and I love that about it.

I love working with my family every day and making sure my clients are happy with their purchases and the help we give them.

That being said, my biggest challenge is knowing when I need to switch off and take a second with my family or myself.

Now, I am incredibly lucky to have a team of two women and myself who really love what we do as much as I do and we are able to share that load.

What is your work priority for 2023?

Getting back to fashion week.

This year is the first year since COVID-19 we have traveled for fashion week and we are slowly getting back into that routine. I miss it so much and my clients really love that inside access, so next year is all about that.

What is your proudest achievement in luxury?

My proudest achievement in luxury is how incredibly driven and strong my family is as a unit.

This is around the 112th year our store has been operating and it is such a testament to my mom and her two sisters and my uncle and cousins.

We all work really hard in our respective fields throughout the store, and we all take such pride in how the store operates. Here's to another 112 years.

How do you see luxury evolving in 2023?

I think luxury is evolving in storytelling, which is organically what Hirshleifer has always been about.

Nowadays, a new campaign shoot or collection is not just that it is a huge story that the brand is telling.

I think a big reason why a lot of physical retail stores did not work out in the past is because there was not that storytelling.

My family and I are in the store five days a week, we are on the floor, we are talking to clients and I think that really shows.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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