

COMMERCE

PVH Corp. appoints Amber McCann to CCO post

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Amber McCann brings years of experience in communications strategy to PVH Corp.'s multi-year "PVH+ Plan." Image credit: Business Wire

By LUXURY DAILY NEWS SERVICE

U.S. fashion group **PVH Corp.** has made another update to its C-suite.

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The brand has appointed Amber McCann as executive vice president and chief communications officer, a role which puts her in charge of the brand's global communications strategy. Ms. McCann will begin her new duties officially on April 6, and report to CEO Stefan Larsson.

"Amber has an impressive track record as an innovative brand and corporate communications leader with international experience at the intersection of fashion, consumer and technology," Mr. Larsson said in a statement.

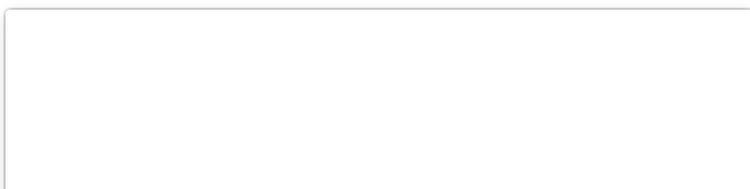
"As we continue to execute the PVH+Plan and move our Calvin Klein and Tommy Hilfiger brands closer to the consumer than ever before, Amber's expertise working with iconic brands on a global scale will help bring our vision to life for all stakeholders," he said.

Winning strategy

The "PVH + Plan" Mr. Larsson refers to is the company's multi-year strategy to drive and sustain its global revenue and value growth through 2025 by focusing on digital and direct-to-consumer markets and putting the aforementioned Tommy Hilfiger and Calvin Klein at the forefront.

Mr. Larsson cited the two labels as "exhibiting a great underlying strength" for PVH Corp. as it saw second-quarter revenue losses last year, including a 5 percent year-over-year drop in direct-to-consumer revenue ([see story](#)).

In August, the brand reported progress in meeting its sustainability goals, including increasing the number of sustainably-made Calvin Klein products by 50 percent ([see story](#)).



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A post shared by PVH (@pvhcorp)

Ms. McCann, who was named one of the "40 Under 40" in 2015, according to public relations trade magazine PRWeek, has handled major communications duties during her 25-year career.

As vice president of global brand and communications at social commerce platform Poshmark, she manned the communication duties related to the brand's going public on the stock market in 2021.

Also, she similarly oversaw strategy and communications efforts during her 10 years at Levi Strauss & Co., such that she was named vice president of the brand's global corporate reputation before departing to join Poshmark.

PVH has made other changes to its executive lineup in the last year.

In February 2022, the brand appointed Zach Coughlin as chief financial officer and executive vice president. Mr. Coughlin had previously worked as chief financial officer at Converse Inc. ([see story](#)).

In August, Trish Donnelly announced she would be stepping down as CEO of PVH Americas and Calvin Klein Global, but staying on in an advisory role through November ([see story](#))

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