



KENNETH COLE PRODUCTIONS HAS NAMED MARC SCHNEIDER CHIEF EXECUTIVE OFFICER

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NEW YORK — Kenneth Cole Productions has named Marc Schneider Chief Executive Officer.

Schneider will be responsible for the company’s retail, outlet, e-commerce, international, licensing and wholesale businesses. He will start his new role on Monday and report to Kenneth Cole, executive chairman and chief creative officer.

Most recently, Schneider was group president of Heritage Brands at PVH Corp. He was responsible for the dress furnishings, sportswear, licensing and retail divisions. Earlier, he was senior vice president and an officer at Timberland, where he was in charge of global product, merchandising and licensing. Other positions he has held include division vice president and group vice president of the men’s division at Macy’s. He also served as executive vice president of merchandising, design and planning at Melville Corp./Bob’s Stores, where he was an owner/officer.

Schneider said his new position offers him “a great opportunity to collaborate with the retailers, the licensing partners and the entire Kenneth Cole team for the journey ahead.”

Cole said, “Over the last year we have been working on transformative initiatives to better position the company for future global growth.” He said that Schneider’s background in all facets of the apparel, footwear and accessories businesses will be instrumental in navigating that growth.

The role of CEO has been vacant since the departure of Paul Blum in 2012. Blum is now CEO of Fred Segal.