



TRINA TURK TAPS ROB TRAUBER AS PRESIDENT

By Maria Denardo

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(NEW YORK) After a [whirlwind weekend at Coachella](#), Trina Turk gets down to business. The designer hired Rob Trauber, the former chief operating officer and chief financial officer of partnered brands at Liz Claiborne, as president of her namesake brand. Trauber is a Harvard Business School grad who has held positions as vice president and chief financial officer of U.S. retail at Coach, vice president of Cole Haan, and chief financial officer and chief operating officer at Juicy Couture. Turk will continue as chief executive officer and retain full control of product design and development.

"We're very excited to add Rob Trauber to our senior management team as president," Turk told *The Daily*. "Rob's experience with many well-known brands will help us bring the Trina Turk concept of optimistic California living to a wider audience by expanding wholesale, retail, international and licensing."

In other Trina Turk news, the designer will unveil her collaboration with Banana Republic on June 7. The Palm Springs-inspired line will be priced between \$49.50 and \$150 for sunny weather separates featuring Turk's signature pops of color.

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