



## **ERIN STERN TO BECOME CMO FOR MAURICES BRAND**

*By Vicki M. Young*

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Erin Stern will become executive vice president and chief merchandising officer for Ascena Retail Group Inc.'s Maurices brand, effective April 15.

Stern has retail merchandising experience via past stints as chief merchant for Juicy Couture and president of Bebe Sport, as well as various senior merchandising positions at Gap Inc.'s Old Navy division.

David Jaffe, Ascena's president and chief executive officer, said, "Erin is an outstanding merchant with a strong strategic vision and understanding of this customer."