



TRACY GARDNER JOINS DELIA'S AS CHIEF CREATIVE OFFICER

By David Moin

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Tracy Gardner, a former top Gap and J. Crew executive, has joined Delia's as chief creative officer.

Gardner has also been appointed to Delia's board and could become the multichannel retail company's next chief executive officer, succeeding Walter Killough, who has agreed to serve as ceo at least through Aug. 2. Originally he was expected to leave the company sooner, but he is hanging in through a transition period.

Delia's said Gardner will be focused on the branding, merchandising and creative functional areas while Killough will continue to provide oversight on operations, finance and other areas of the business during the transition. The search was conducted by Kirk Palmer & Associates.

For the past year, Gardner was a creative adviser to Gap Inc., working on product. Earlier in her career she held senior merchandising roles at the Gap brand, Banana Republic and Lands' End. Gardner was with J. Crew from 2004 to 2010, most recently as president of retail and direct. After J. Crew, Gardner became an investor in StyleOwner, a Web site for bloggers, stylists and fashionistas to create their own online fashion boutique and market it to friends and family via blogs, e-mail and social network sites like Facebook and Twitter.

As previously announced, Delia's has retained Janney Montgomery Scott LLC as a strategic adviser on the potential disposition of the company's Alloy brand. Delia's is a multichannel brand operating stores, catalogues and a Web site. Alloy operates catalogues and its Web site.