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LOGISTICS MOVERS: LANDS' END NAMES HYATT CHIEF SUPPLY CHAIN OFFICER

By Loretta Chao

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Lands' End Inc. announced the appointment of Scott Hyatt, previously of J. Crew Group, as executive vice president and chief supply chain officer and Joseph Boitano, from Saks Fifth Avenue, as executive vice president and chief merchandising and design officer.

The appointments come as many apparel retailers are grappling with adjusting their supply chains and logistics operations to fit shifting demands of customers, from bringing products to market faster to selling products online and shipping them quickly and cheaply. At Saks, Mr. Boitano, oversaw implementation of an omnichannel strategy, in which the company delivers its merchandise to customers from multiple points, whether through brick-and-mortar stores or online.

Mr. Hyatt brings experience with managing vendors and improving product quality "by managing all technical services, including testing, compliance, technical design and fit," the Dodgeville, Wis., company said in a news release Tuesday. Mr. Hyatt will oversee sourcing, inventory planning and logistics for Lands' End beginning June 29.

Both will report directly to new CEO Federica Marchionni, formerly president of Dolce & Gabbana USA Inc.

The addition of Mr. Hyatt and Mr. Boitano follows a disappointing quarter for the outdoor clothing retailer, which reported last week that sales decreased 9.4% to \$299.4 million in the first quarter from a year earlier, and declining profits. The company has been struggling to expand revenue after weak sales of its cold weather and women's apparel through the winter. In January, the company voluntarily recalled certain styles of children's sleepwear that "did not meet the federal flammability standard."

In the Tuesday statement, Ms. Marchionni said Mr. Hyatt, who was chief sourcing officer at J. Crew for 17 years, brings "a specialized background in global sourcing and product quality."