
CRAIN'S

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JOSHUA SCHULMAN TO HEAD BERGDORF GOODMAN

By Adrienne Pasquarelli

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The retail industry veteran, who has helped run Jimmy Choo, Kenneth Cole New York and Gap Inc., will take the reins at the upscale department store in May.

There's a new man in charge at Bergdorf Goodman. The tony retailer, which is operated by the Dallas-based Neiman Marcus Group Inc., announced Wednesday that Jimmy Choo exec Joshua Schulman will become president, effective May 7.

In addition to heading Jimmy Choo across the pond in London, the 40-year-old Mr. Schulman has held stints at Kenneth Cole New York, Gap Inc. and also worked for eight years at the Gucci Group, where he spent time as executive vice president of Yves Saint Laurent.

“His deep product knowledge and passion for the customer experience makes him the perfect individual to craft the next chapter at Bergdorf Goodman,” said Neiman Marcus President of specialty retail Jim Gold, in a statement.

It's taken Neiman Marcus exactly two years to find the right man for the job, after promoting Mr. Gold, a 21-year-veteran of the company, from president of Bergdorf to his current post. Retail insiders note that Mr. Schulman's mixed background of both high-end and mid-tier retail make him a good fit.

“He's got the luxury side, but also standard retail with Gap and Kenneth Cole,” said Kirk Palmer, who runs an eponymous executive recruiting firm specializing in retail. “He's got a really nice background, and it's a smart move for Bergdorf.”

Like many luxury players who stumbled during the recession, Neiman Marcus has regained its footing. The chain, which operates 41 Neiman Marcus outposts, 30 clearance stores and two Manhattan-based Bergdorf stores, recently reported total revenue of \$1.28 billion for the quarter ended Jan. 28, a 9% rise over the year-earlier period. Net earnings for the quarter were \$40.1 million, double that of last year.