

Lord & Taylor Gets Its First CMO

April 15, 2008

By Eric Newman

Lord & Taylor today appointed Roger Adams as its first CMO—a development that comes two months after the apparel retailer launched its upscale spring campaign in fashion books.

In the newly created role, Adams will oversee brand management, creative and media initiatives, consumer relationship management, market research, consumer insights, online marketing and sales promotions. Prior to joining Lord & Taylor, New York, he served as CMO at the Home Depot.

"Roger's deep experience in growing sales, growing brands and developing relationships will be invaluable to the continued success of Lord & Taylor," CEO Jane Elfers, said in an email.

Lord & Taylor has been focused on creating a more upscale assortment since it was sold to NRDC Equity Partners in October 2006 by former parent company Federated Department Stores (which has been rebranded to Macy's).

Part of Lord & Taylor's rebranding included the addition of more chic clothing brands. The company also created several new store brands and partnered with menswear designer Joseph Abboud to oversee the creative direction of the company's private label, the results of which will hit stores this fall.

The retailer announced last month that it has brought back its rose icon, which now appears across a variety of packaging and branding materials. The icon was phased out over time. Additionally, Lord & Taylor launched a print campaign, per The Lipman Agency, New York, in March books such as *Vogue*, *Vanity Fair*, *W*, *Harper's Bazaar* and *Town & Country*. The campaign, which features a mélange of beach and country club-like scenes shot by photographer Mario Testino, is expected to further drive the upscale messaging the brand began last fall.