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FOR IMMEDIATE RELEASE

Jessica's Appoints Key Executives to Leadership Team

Gallagher, Rodner Join as Senior Vice-Presidents to Help Fashion Brands Grow Off-Price Revenues

LOS ANGELES, CA — August 20, 2012 — [Jessica's](#), the trusted partner to premium fashion brands for more than thirty years, has hired two exceptional industry veterans to help brands smartly grow their revenues through licensing, special product runs, and distribution in the \$50 billion off-price channel, the fastest growing sales segment in the retail and fashion industries.

Newly appointed Senior Vice President, Mary Lee Gallagher, joins Jessica's New York office, and brings over 30 years of experience in building profitable off-price businesses for premier brands, such as DKNY Jeans, Lucky Brand and Juicy Couture. She was an executive at Ralph Lauren, and most recently she served as President of Special Sales at Liz Claiborne, Inc.

Also named Senior Vice President is Scott Rodner, who joins Jessica's with 25 years of off-price buying, product sourcing and development experience within Asia and North America for leading companies including TJX, where he was a Senior Buyer for apparel and footwear over the past 16 years. Rodner will be instrumental in the company's expansion into footwear and men's apparel through his trusted network of vendor relationships.

"Our leadership team, including Robin Picard and Michele Feher, and I are delighted to welcome Mary Lee Gallagher and Scott Rodner to Jessica's," said founder and CEO, Richard Koral. "They both bring decades of valuable experience that will help us

better serve our brand partners in new categories like shoes and accessories, and accelerate our international and east coast business.”

Over the past thirty years, Jessica’s has built the industry’s most successful platform for brands to navigate the lucrative but often complex off-price channel by providing unmatched financial resources, merchandising expertise, distribution infrastructure and retail access.

For more information, visit www.jessicasbrands.com.

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About Jessica’s

For more than thirty years, Jessica’s has been a trusted partner to premium brands and retailers to maximize growth and profitability from the off-price channel while maintaining strong brand integrity. Experts in Los Angeles, New York and Milan provide comprehensive services, including merchandising, product planning, distribution, and financing. Visit www.jessicasbrands.com.

To arrange an interview with a Jessica’s representative, please contact Kevin Sanchez of Hollenbeck Associates at kevin@hollenbeckassociates.com or call 415-227-1150 ext 110.