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Posted FRIDAY JUNE 17, 2011

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Schwartz & Benjamin named Rebecca Blair, former VP of Tory Burch wholesale and licensing, president of its Diane von Furstenberg footwear division.

In the position, Blair will be responsible for developing an international and domestic brand strategy, as well as collaborating with the DVF design team on the shoe collection.

Blair brings 23 years of fashion industry experience to the job. She has held previous positions at John Varvatos, Juicy Couture, Sergio Rossi and Betsey Johnson, working in brand management, merchandising, wholesale, retail and licensing.

In a written statement, Scharz & Benjamin President Steve Shapiro said, "[Blair] possesses just the right blend of strategic thinking, brand awareness and fashion experience to realize the full potential of the DVF footwear collection."

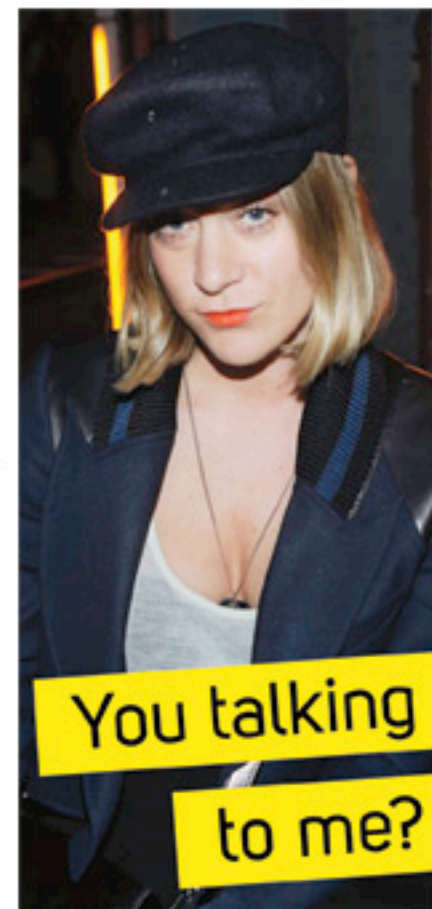
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