



J.Crew Group Strengthens Leadership Team, Appoints Proven Retail Executive Adrienne Lazarus as Madewell President

Brings 30+ Years of Brand Building Experience and Leadership Capabilities to Accelerate Growth

Demonstrates J.Crew Group's Commitment to Strengthening its Iconic Brands, Driving Innovation and Operational Excellence

August 8, 2023 (NEW YORK) – J.Crew Group today announced that Adrienne Lazarus, a proven industry leader with more than 30 years of expertise building and scaling specialty retail and direct-to-consumer companies, has been named President of Madewell, effective September 2023. In this new role, Lazarus will oversee the Madewell business with all brand functions reporting into to her. She will report to Libby Wadle, Chief Executive Officer of J.Crew Group.

Throughout her career, Lazarus has led high-growth, well-established brands in the luxury and contemporary space including vertical, multi-brand and direct-to-consumer retail. “Adrienne’s exceptional leadership skills, creativity, and passion for building relevant, customer-centric and purpose-driven brands will be a great asset to our team as Madewell continues to scale,” said Libby Wadle, CEO of J.Crew Group. “Her strategic approach, entrepreneurial spirit, and proven track record makes her the ideal leader to join Madewell as we position the brand for the future. We welcome Adrienne to the Madewell team and look forward to her many contributions.”

Adrienne Lazarus added, “Madewell is an iconic brand with well positioned product, deep customer loyalty and unique focus on creating community. I’m energized by the clear potential for growth and honored to join Libby and the highly talented Madewell team in unlocking value and ushering the brand into its next era.”

Most recently, Lazarus has served as Co-CEO of CUUP, a direct-to-consumer intimates brand, and a Senior Advisor at McKinsey & Company, leveraging her expertise in the retail, wholesale, and digital sectors to drive growth and business transformation for the firm’s retail and apparel clients. Previously, she served as the CEO of Bandier and Frye, as well as President of Intermix, leading those companies through substantial periods of growth and driving two successful transactions. Prior to that, Lazarus was the President of the Ann Taylor brand where she spearheaded a large-scale turnaround and achieved unprecedented profitability for the company. In addition, during her seventeen-year tenure at Ann Taylor, Inc. she was instrumental in launching and growing the highly successful LOFT brand to a billion dollars in revenue, creating the largest brand in the company’s portfolio.

Her deep understanding of the modern consumer and unique experience successfully building a wide range of brands and retailers positions Adrienne to lead at Madewell and contribute to the future of the J.Crew Group.

About J.Crew Group (JCG)

J.Crew Group (JCG) is an internationally recognized omnichannel retailer and family of great American brands: J.Crew, J.Crew Factory and Madewell—each *distinct* in their identities yet together possess a *shared* purpose. The J.Crew Group builds iconic brands and products, creating a destination for personal style that endures. As of August 8, 2023, the Company operates 121 J.Crew retail stores, 152 Madewell stores, and 198 J.Crew Factory stores in nearly every state in the United States, and maintains a robust ecommerce presence. For more information visit jcrew.com, jcrewfactory.com, and madewell.com.

About Madewell

Madewell is a destination for women’s and men’s denim that champions creativity, inclusivity, and self-expression. A part of the J.Crew Group, it operates 152 Madewell stores nationwide and is available at madewell.com and with select wholesale partners, as of August 1, 2023. Rooted in the timelessness of denim, Madewell inspires effortless style through foundational pieces and emotional designs made to be worn every day. Beyond impeccably designed products, Madewell distinguishes itself through meaningful sustainability initiatives, a best-in-class membership program and community-driven initiatives.

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