

FOR IMMEDIATE RELEASE



J.Crew Group Names Kathleen Van Nest Pierce President Of J.Crew Brand

*Seasoned, Performance-Driven Consumer Brand Executive and Former Global
President of Dyson Beauty Joins Iconic American Brand to Accelerate Growth*

NEW YORK, July 09, 2026 — J.Crew Group, which owns a celebrated portfolio of American lifestyle brands J.Crew, Madewell, and J.Crew Factory, today announced the appointment of Kathleen Van Nest Pierce as President of the J.Crew brand, effective August 4, 2026. In this newly created role, Pierce will lead the brand’s merchandising, design, marketing, and retail teams to accelerate business momentum and deliver sustainable long-term growth. She will report to Libby Wadle, Chief Executive Officer of J.Crew Group.

Pierce joins from Dyson, where she served as the Global President for Beauty, overseeing the global beauty brand commercial, strategy, and business operational functions. During her four-year tenure at Dyson Beauty, Pierce tripled the brand’s technology portfolio and cemented its position as the definitive leader in the premium beauty device market. She also expanded the brand’s reach into entirely new categories — building a full end-to-end formulations division from the ground up and bringing 27 products to market in just two years. Prior to Dyson Beauty, Pierce spent two decades at The Estée Lauder Companies, where she held a series of high-impact senior roles and delivered measurable results at scale.

“Kathleen is a one-of-a-kind consumer brand leader with a proven ability to deliver outstanding results, build resonant brands, and forge meaningful connections with customers, and we are thrilled to welcome her to J.Crew,” said Libby Wadle, CEO of J.Crew Group. “J.Crew has always stood for authenticity and designed around an American sensibility that has resonated with customers for generations. Kathleen’s rare combination of brand vision, operational excellence, and track record of driving global growth is exactly what this moment calls for.”

“J.Crew’s status as an iconic American brand holds great meaning to its customers globally, and we look forward to Kathleen’s contributions,” said Kevin Ulrich, Chairman of J.Crew Group. “Moreover, Kathleen’s expertise in scaling global consumer brands makes her the ideal leader to build on J.Crew’s foundation and accelerate its growth. I am excited to have an executive of her caliber leading the J.Crew brand into its next chapter.”

“J.Crew is one of those rare brands that holds a genuine place in people’s lives — it’s beloved, it’s relevant, and it has extraordinary growth opportunities,” said Kathleen Pierce. “I’m honored to join Libby and the entire J.Crew team at such an exciting moment. I look forward to honoring J.Crew’s storied history and creating lasting connections for our customers, our people, and this iconic brand.”

#

About J.Crew Group

J.Crew Group is a widely recognized and celebrated portfolio of American lifestyle brands, J.Crew, Madewell, and J.Crew Factory. Known for creating beloved, iconic brands with multi-generational appeal, J.Crew Group advances its portfolio through an innovative approach to timeless design, quality craftsmanship, and personalized customer experience. For decades, the company has defined American style and driven growth through creativity and a distinctive point of view.

As of July 2026, the Company operates 114 J.Crew retail stores, 160 Madewell stores, and more than 395 J.Crew Factory stores across the United States, supported by a robust e-commerce presence. For more information, visit jcrew.com, jcrewfactory.com, and madewell.com.

Media Contact

J.Crew Group Communications
jcgcomms@jcrew.com