



Chico's FAS, Inc. • 11215 Metro Parkway • Fort Myers, Florida 33966 • (239) 277-6200

## **Miki Racine Berardelli to Join Chico's FAS, Inc. as President, Digital Commerce and Chief Marketing Officer**

NEW YORK , June 30, 2014 /PRNewswire/ -- Chico's FAS, Inc. announces that Miki Racine Berardelli will be joining the company as President, Digital Commerce, Chief Marketing Officer and Executive Vice President Chico's FAS, Inc.

A dynamic industry leader, Ms. Berardelli is rich with experience and skills that span a spectrum of customer-based strategies and marketing initiatives. She joins Chicos FAS, Inc. from Tory Burch , where she held the position of Chief Marketing Officer. Prior to that, she was Senior Vice President of Marketing at Ralph Lauren .

Ms. Berardelli has been recognized as one of the "Top Women in Cross-Channel Retail" and as one of Brand Innovators "Top 50 Women Brand Marketers." She has also served on the board of Shop.org, the digital division of the National Retail Federation , for the past seven years. Herbert Mines Associates , New York City , conducted the search for Ms. Berardelli.

David F. Dyer , President and CEO and Chico's FAS , said of Ms. Berardelli's appointment, "We couldn't be more thrilled. Miki will be joining an already talented team at a very exciting moment. We've repeatedly stressed that a commitment to omni-channel innovation and customer-focus lie at the center of our company's multiple growth strategies. Miki's talent and versatility will play a vital leadership role across all of our marketing efforts and in particular how we advance and align e-commerce, digital marketing, social media, and other ways to drive our company's growth in today's ever-changing retail landscape."

Ms. Berardelli's responsibilities will include oversight of Chico's, White House Black Market, Soma and Boston Proper's e-

commerce efforts, as well as customer analytics, digital marketing, social media, and strategic planning.

Ms. Berardelli will be based at the company's headquarters in Fort Myers, Florida .

## ABOUT CHICO'S FAS, INC.

The Company, through its brands – Chico's, White House | Black Market, Soma Intimates, and Boston Proper, is a leading omni-channel specialty retailer of women's private branded, sophisticated, casual-to-dressy clothing, intimates, complementary accessories, and other non-clothing items.

As of May 3, 2014 , the Company operated 1,496 stores in the United States , Canada and Mexico . The Company's merchandise is also available at [www.chicos.com](http://www.chicos.com) , [www.whbm.com](http://www.whbm.com) , [www.soma.com](http://www.soma.com) , and [www.bostonproper.com](http://www.bostonproper.com) .

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