

CARLISLE ETCETERA

FOR IMMEDIATE RELEASE

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Carlisle-Etcetera Appoints New Chief Marketing Officer

Caden Stobart to join Carlisle Etcetera, LLC as Chief Marketing Officer

Luxury apparel marketer, Carlisle Etcetera LLC, is pleased to announce the appointment of Caden Stobart as Chief Marketing Officer effective January 25, 2016.

Ms. Stobart brings extensive experience in luxury apparel and accessories and will be responsible for revamping the company's consumer facing assets. Her expertise has been focused on strengthening branding, improving awareness, and increasing distribution to drive sales growth.

"Caden is an important addition to our leadership team," says Terrence Moorehead, President & CEO, Carlisle - Etcetera LLC. "More than ever, our curated approach to fashion is extremely attractive to luxury consumers, and Caden's experience and passion will be vital to our success as we focus on repositioning our company for the future."

Ms. Stobart joins Carlisle-Etcetera from French Connection, where she led the American Division. Under her leadership the company developed strategies to improve brand perception and align digital and retail operations. Known as an innovative leader, she learned the fashion industry from the ground up at The Gucci Group (now known as Kering), where she held senior positions with several different business units. Following Gucci, she was a senior executive

with luxury brands Allsaints and Alexandre Birman.

“The craftsmanship and design that goes into each Carlisle garment is very impressive,” says Stobart. “I’m excited to join a company that is so passionate about artisanal design and I look forward to positioning the brands for growth.”

Ms. Stobart received a BA in Economics and Visual Arts from Brown University and attended the London School of Economics.

About Carlisle – Etcetera

For 35 years the House of Carlisle has held a unique position in the luxury world. As the leader in curated woman’s luxury apparel, the company specializes in creating beautiful handcrafted designs offering luxury, femininity, and modern sophistication.

The exclusive collections are created to appeal to a woman's needs and desires on every level. The designs represent the attitude, aspirations and lifestyle of sophisticated confident women, offering understated grace and elegance. The collections always utilize the finest quality fabrics, workmanship and technological innovation.

Carlisle Etcetera LLC is owned by Royal Spirit Group, a leading premium apparel supplier that serves luxury and life-style apparel brands.

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