



Citizens of Humanity Taps CEO

by ROSS TUCKER

Posted APRIL 27, 2010

From WWD ISSUE APRIL 27, 2010

NEW YORK — Premium denim label Citizens of Humanity continues to build its stable of high-profile executives with the appointment of a new chief executive officer.

Giorgio Presca has joined Citizens as CEO. Presca will work directly with founder and creative director Jerome Dahan and his partner, denim industry legend Adriano Goldschmied.

Presca joins Citizens from VF Corp., where he served as president of VF Jeanswear International based in Belgium. In his new role he will be based at Citizen's Huntington Park, Calif., headquarters. Presca brings an extensive background in the denim industry to the table. He joined VF in 2007 after serving stints with Diesel, Levi Strauss & Co. and Benetton.

Presca is the second executive hire the label has made in six months. In November, retail veteran Amy Williams joined the company and is serving as executive vice president of marketing and merchandise. Williams began her career with Macy's, moving on to spend 14 years in merchandising with Gap. In 2003, she joined Lucky Brand Jeans to run the label's retail division.