Mackage appoints Tanya Golesic as CEO

By Jennifer Braun - July 16, 2021

Canadian luxury outerwear brand Mackage announced on Thursday the appointment of New York City fashion veteran Tanya Golesic as chief executive officer, ahead of company growth plans.

Golesic joins Mackage from Jimmy Choo, where she served as president of the Americas for five years. At Jimmy Choo, she is credited for heading high-visibility collaborations including with Off-White and Timberland. She was also a member of the executive team during Jimmy Choo's sale to Capri Holdings.

Earlier in her career, Golesic served as the global chief commercial officer at Canada Goose where she also planned product placements and partnerships with luxury fashion brands, including Marc Jacobs, among others. She equally held leadership roles at Marc Jacobs International (LVMH), The Jones Group and Ralph Lauren.

"Tanya's results-driven approach will build brand desirability through innovative digital marketing, focused product assortments and international expansion in key markets. All will serve to accelerate the brand's current trajectory," said Patrick Elfassy, Mackage executive chairman.

"Mackage has the capability to innovate at the highest levels in terms of fabrications, materials and sustainability, with the distribution and brand recognition to scale significantly," added Golesic. "The company's superior craftsmanship and creativity is the DNA that allows us to authentically hone our global luxury positioning and build
Craftsmanship and creativity is the DNA that allows us to authentically hone our global luxury positioning and build out our incredible aspirational narrative.”

Founded by Eran Elfassy in 1999, Mackage is today sold in over 40 countries worldwide including through its own 11 brick-and-mortar stores across North America, and its e-commerce platform.

Last winter, it made its first foray into footwear. The line was comprised of four lightweight styles, all handmade in Italy and detailed with exaggerated rubber outsoles for both function and style.

Next, Mackage will also focus on expanding its retail footprint in places such as Paris, London, Milan, Tokyo, Hong Kong and South Korea, where the company does not yet operate stores. Mackage is also aiming to ramp up its e-commerce capabilities.

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