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Joanne Kaye Spokeswoman

Joanne Kaye has many years of leadership experience in the intimate apparel business. Her expertise in product development has garnered her five patents and a position as a highly sought-after authority on the business. She has contributed commentary for NBC Universal properties including NBC, Condé Nast Publications and Rodale Magazines, among other media outlets. As Vice President of Merchandising for Warnaco's intimate apparel division, Joanne oversees the Warner's and Olga brands.

Joanne began her career in product development at AMC, Federated Department Stores and Macy's working on a variety of product lines ranging from childrenswear, shoes, accessories and menswear, to intimate apparel.

Her extensive work in the intimate apparel industry led to the Director of Merchandising position at Hanesbrands Inc. (formerly Sara Lee), where she managed the Playtex 18Hour, Secrets, TGIF and Cross Your Hearts brands, Wonderbra, Barely There and Bali brands, as well as overseeing licensed Ralph Lauren Intimate Apparel. She came to Hanesbrands from Victoria's Secret Catalogue where she was the foundations merchant for all bras and panties.

Joanne serves on the Intimate Apparel Advisory Committee for Design at the Fashion Institute of Technology (FIT). She holds a B.S. from Skidmore College and an MBA from Baruch College.

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