

HENRI BENDEL

NEW YORK



Paul Blum
Chief Executive Officer
Henri Bendel

Paul Blum is the chief executive officer of Henri Bendel. As a leading executive of some of the world's best-known consumer product companies, Paul has applied his strategic vision, passion for innovation and solid management skills to take iconic brands to new levels over his 25 year career.

Paul joined Henri Bendel from Fred Segal, where, as the chief executive officer his charge was to revitalize and expand the brand, reinventing the store environment and customer experience. Prior Fred Segal Paul served as the chief executive officer at Juicy Couture, successfully orchestrating the refresh of the brand and the transformation of the business. During his tenure at Juicy Couture he dramatically grew the global business, ground-breaking social and digital marketing efforts and significant ecommerce expansion.

Paul has also held the position of chief executive officer at Kenneth Cole, responsible for leading the expansion of the company into a global multi-channel social media and lifestyle brand, and David Yurman, Inc. where he helped to transform the family-run wholesale fine jewelry business into a global luxury company.

Paul has a deep understanding of design, manufacturing, retailing and wholesaling and brings an extraordinary level of expertise to each category of the business. His finance and merchandising expertise, together with his creative skills as a designer and marketer set him apart as a global luxury and fashion retail executive.

A self-proclaimed "student" of the business, Paul also cherishes his role as teacher and mentor to emerging designers and businesses within the industry. Together with his family, Paul is engaged in the activities supporting his family's foundation, dedicated to raising awareness and funds in support of various causes including global literacy and underprivileged youth.

Paul resides in New York with his wife and three children.

About Henri Bendel:

Henri Bendel is a "Girl's Playground" consistently interpreting and reinventing itself as a destination rooted in the never-ending energy, abundance and creativity found only in New York City. An authority on what's new, emerging and fashionable, Henri Bendel reflects a combination of uptown sophisticated and sexy, playful downtown style. The assortment features an expanded view of the premier Henri Bendel brand collection of luxury handbags and totes, accessories and gifts including wallets, key fobs, jewelry, the famous signature home fragrance collection and more.

In addition to the flagship store in New York City, Henri Bendel products are sold in 28 stores in premier shopping destinations around the U.S. and online at www.HenriBendel.com.