

News - April 4, 2013

## **The Dockers® Brand Names Adrienne Lofton Shaw as Chief Marketing Officer**

**SAN FRANCISCO** – The Dockers® brand today announced that Adrienne Lofton Shaw will join the company as vice president and chief marketing officer on April 15, 2013. In this role, she will be responsible for creating and leading the Dockers® brand strategy and overseeing Dockers® global marketing efforts. Mrs. Lofton Shaw will report to Seth Ellison, executive vice president and president of the Dockers® brand.

Lofton Shaw brings extensive global marketing experience across a variety of industries. Most recently, she was the senior marketing director at Under Armour, Inc. responsible for the global brand strategy for men's, women's and youth products, as well as accessories. Adrienne played an integral roll in successfully launching and developing a women's marketing strategy, brand positioning and voice.

"Adrienne is a leading marketer with proven success at understanding and engaging consumers around the world," said Seth Ellison, president of the Dockers® brand. "We believe she has the passion, intellect and unique experience necessary to help connect the Dockers® brand with consumers in a meaningful way to drive our business forward."

Prior to working at Under Armour, Inc., Lofton Shaw held marketing positions at Target Corporation, General Motors Planworks/Starcom MediaVest and Gap Inc.

"I'm thrilled to join the Dockers® team and be part of the brand that invented and re-invented the khaki category," said Adrienne Lofton Shaw. "Together, I know we can tap into the brand's unlimited potential as we expand the relationship with our current consumer, and usher a new generation of loyalists into the brand."

Lofton Shaw replaces former Dockers® chief marketing officer Jen Sey, who is now serving as senior vice president of e-commerce for Levi Strauss & Co.

### **About the Dockers® Brand**

The Dockers® Brand has embodied the spirit of khaki for more than 25 years. Since their introduction in 1986, Dockers® has been perfecting khakis—and the essential goods to go with them—for men and women all over the world. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. Wearing the pants has never looked so good. For information on Dockers® and its products, please call 1-800-DOCKERS or visit [www.Dockers.com](http://www.Dockers.com).

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