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RG BARRY BRANDS ANNOUNCES NEW LEADERSHIP FOR BAGGALLINI

Alan Krantzler named President upon retirement of Dennis Eckols

PICKERINGTON, Ohio, [date]– Accessories marketer [RG Barry Brands](#) announced today the retirement of Dennis Eckols, formerly president of the [baggallini](#) handbag division. Previously, Eckols was Chief Operating Officer of baggallini from 2003 to 2011, when the brand was acquired by RG Barry. He is a 30-year veteran of the retail industry and has also held management positions at Fred Meyer Inc., The May Company, and Dayton Hudson.

Eckols is succeeded by Alan Krantzler, who has been with baggallini since November 2014 as head of creative & general manager. Previously, Krantzler was chief merchandising officer at Tumi where he worked for over a decade, and helped grow the business into a \$500 million global lifestyle and accessories brand. He led product management, creative services, visual and retail store merchandising, marketing, new business development and market research. Previously he held various senior level merchandising and marketing positions at Coach and Perry Ellis International.

Upon taking the role as baggallini president, Krantzler said, “I am honored to take over the reins from Dennis. He helped steward the business from a small start-up founded by two flight attendants in 1995 to a highly respected brand with more than 3,000 points of distribution. baggallini has an extensive and exceptionally loyal consumer following. This, combined with an incredibly durable, lightweight, and highly functional product, is an excellent foundation to build from and expand into new consumer segments and distribution channels.”

Specific plans for the brand are already in the works. According to Krantzler, “We have begun updating the product line to make it more stylish and versatile, are working on a brand positioning refresh, and are planning to roll out a branded shop-in-shop concept in early 2016. In addition to further developing the independent retail channel, eCommerce is a strong and growing part of the business with significant upside, and our next push will be in select department stores and travel retail locations.”

ABOUT BAGGALLINI

baggallini was founded in 1995 by two female flight attendants who had a genuine need for lightweight, attractive bags that work. Twenty years later, baggallini is a worldwide leader in bags and accessories that offer freedom through organization, to help the modern woman move effortlessly throughout the day. Featuring a wide array of styles like totes, backpacks, slings, cross-body bags, wallets and more, baggallini brings new styles, colors and prints to consumers each season. For more information, visit baggallini.com or facebook.com/baggallini.

ABOUT RG BARRY BRANDS

RG Barry Brands is a privately-owned creator and marketer of great accessories brands and fashionable, solution-oriented products that make life better. Our primary brands include: Dearfoams slippers dearfoams.com; baggallini handbags, totes and travel accessories baggallini.com; and Foot Petals premium insoles and comfort products footpetals.com.