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VF Names Susan Kellogg President of Contemporary Brands Coalition

Will Lead VF's 7 For All Mankind(R), John Varvatos(R), Ella Moss(R) and Splendid(R) Brands

GREENSBORO, N.C.-- VF Corporation (NYSE:VFC) announced that it has named apparel industry veteran Susan Kellogg as President of its Contemporary Brands coalition, effective immediately.

Kellogg brings more than 25 years of apparel and retail experience to VF. She most recently served as CEO of Elie Tahari, Inc., where she significantly increased the contemporary fashion brand's international and retail business. Prior to her role with Elie Tahari, she held a series of leadership positions with Liz Claiborne Inc. over a nine-year period. From 2004 to 2007, she served as Group President, Bridge and Contemporary Brands with responsibility for five companies: Juicy Couture, Laundry by Shelli Segal, PrAna, Ellen Tracy and Dana Buchman. Kellogg began her career at Macy's West, where she worked for eight years.

Kellogg will have responsibility for leading the Company's 7 For All Mankind(R), John Varvatos(R), Ella Moss(R) and Splendid(R) brands. The lucy(R) brand was recently moved to the Company's Outdoor Americas coalition, where it now reports to the coalition's president, Steve Rendle. Kellogg, who will be based in Los Angeles, will report to VF Corporation Chairman, President and CEO Eric Wiseman. She replaces Mike Egeck, who left the Company in June for personal reasons.

"Susan is an outstanding leader and brand builder with a strong track record in the contemporary brands space. She has broad-based wholesale, retail and international experience, which will serve us well as we continue to grow our 7 For All Mankind(R), John Varvatos(R), Ella Moss(R) and Splendid(R) brands globally," Wiseman said.

Kellogg received a Bachelor of Arts degree from UCLA.

About VF

VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, imagewear, sportswear and contemporary apparel brands. Its principal brands include Wrangler(R), Lee(R), Riders(R), The North Face(R), Vans(R), Reef(R), Eagle Creek(R), Eastpak(R), JanSport(R), Napapijri(R), Nautica(R), Kipling(R), John Varvatos(R), 7 For All Mankind(R), lucy(R), Splendid(R), Ella Moss(R), Majestic(R) and Red Kap(R).

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.

Source: VF Corporation