

Horchow Names Sally Horchow Lifestyle Director

DALLAS, Aug. 14, 2012 /PRNewswire/ -- [Horchow](#) announced today that Sally Horchow, 42, will be joining the company as the brand's Lifestyle Director. Founded by Roger Horchow in 1973, The Horchow Collection was the first luxury mail-order catalog that was not preceded by a brick-and-mortar presence. The Horchow Collection was acquired by The Neiman Marcus Group in 1988.

"I'm thrilled to be carrying on the legacy of the brand that my father created almost 40 years ago," said Sally Horchow. "With this partnership, I'll be making a new 'Horchow Connection,' as I share ideas and inspiration for the way we live and entertain today."

An accomplished writer, journalist, lifestyle expert and creator of the [VeryGoodLooking.com](#) blog, Ms. Horchow will be spotlighting her favorite Horchow items in the catalogs and on the [horchow.com](#) website. In addition, she will be sharing decorating and entertaining tips.

"We are delighted to have Sally join the Horchow team as we refresh the brand by taking a more modern approach," said Jeanie Galvin, Senior Vice-President of Home, Neiman Marcus Direct. "Sally brings a new perspective to Horchow and we are thrilled to have her on board."

Keep up with the latest news and events happening at Horchow by becoming a fan on [Facebook](#), following us on [Pinterest](#), and [Twitter](#).

The Neiman Marcus Group, Inc. operations include the Specialty Retail Stores segment and the Direct Marketing segment. The Specialty Retail stores segment consists primarily of Neiman Marcus and Bergdorf Goodman stores. The Direct Marketing segment conducts both online and print catalog operations under the [Neiman Marcus](#), [Horchow](#) and [Bergdorf Goodman](#) brand names. For more information, visit [neimanmarcusgroup.com](#).

SOURCE Horchow

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