



## Altar'd State taps Talbots VP to spearhead plus-size format

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July 18, 2019

Young women's fashion brand Altar'd State is doubling down on the growing plus-size market.

The retailer named Kim Parr to the newly created position of VP, merchandising for A'Beautiful Soul, which is dedicated to women's sizes 10-24. The appointment, which Altar'd State described as "significant milestone in Altar'd State's journey to growing A'Beautiful Soul," comes after an extensive

search done in collaboration with Berglass + Associates. Parr will spearhead the brand, the company said.

Most recently, Parr was at Talbots, which she joined in January 2017 as director of merchandising. In June 2018, she was named VP of merchandising. Prior to Talbots, Parr served as a divisional merchandise manager at Anthropologie.

“We searched high and low for a candidate that would protect and enhance the line created specifically for women size 10-24,” said Mary Beth Fox, the company’s chief brand/merchandising officer. “Kim stood out because of her passion for the brand and her robust background of building curated brands. We feel her leadership will truly set A’Beautiful Soul apart.”

A’Beautiful Soul has opened five side-by-side storefronts adjacent to Altar’d State stores to date. Earlier this month, it unveiled its most recent location, a 3,700-sq.-ft. space at Woodland Mall in Kentwood, Michigan.

Founded in 2009, Altar’d State operates more than 100 stores. The company is an advocate for connecting retail with goodwill through efforts ranging from donations in local communities to a generous volunteer program for associates to funding child-focused, global initiatives that support social development efforts in underserved areas in Peru.