

Chico's marketing exec joins Altar'd State

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Altar'd State named Cristina Ceresoli as chief marketing officer of its Altar'd State, AS Revival and Tullabee brands.

Altar'd State has made some updates in its leadership team across its brands.

The women's fashion retailer named Cristina Ceresoli as chief marketing officer of its Altar'd State, AS Revival and Tullabee brands. She joins Altar'd State from Chico's FAS, where she served as VP of marketing since 2018.

Prior to Chico's, Ceresoli served as senior VP of marketing for the National Retail Federation. She also spent six years at Express, with her last position being VP digital, marketing and PR, and before that was with Aeropostale and Victoria's Secret.

In other appointments, Altar'd State has promoted Dana Seguin to brand president of its plus-sized [Arula brand](#), and Nicole Sewall to senior VP of Vow'd.

Seguin joined Altar'd State in 2019 as chief marketing officer from RG Barry Brands, where she held the same title. Prior to that, she spent three years at Spanx, where she was senior

director of marketing operations, creative and account services. She was with American Eagle Outfitters from 2008 to 2018, serving as senior director of Aerie marketing.

Sewall joined Altar'd State in 2019. She conceived and launched the company's wedding brand, Vow'd, which is focused on the belief that every bride deserves a beautifully crafted dress and accessories at an honest price and a fun shopping experience. Prior to that, she was general merchandising manager of Anthropologie Apparel and managing director of BHLDN.

"We're delighted to welcome Cristina as our new CMO said Aaron Walters, chairman and CEO of Altar'd State. "Her industry experience and vision will help drive our continued success across brands." Elevating Dana and Nicole makes perfect sense as we continue to evolve and grow as a curated shopping experience at the intersection of fashion and community."

Most recently, the company announced [the addition](#) of Joergen Scheuer-Larsen as chief information officer.

Founded in in 2009, Altar'd State is an advocate for connecting retail with goodwill through efforts ranging from donations in local communities to a generous volunteer program for employees to funding child-focused, global initiatives that support social development efforts in underserved areas in Peru.

The company operates 123 Altar'd State stores, 25 Arula boutiques, six Vow'd boutiques and two Tullabee boutiques in 38 states.