

ABOUT KRISTIN MCCLEMENT



Kristin McClement has nearly 15 years of experience in the retail, fashion and wellness industries. She currently serves as Director of Public Relations and Social Marketing for the Intimates Group of Chico's FAS, Inc.

Kristin joined Chico's FAS in 2012 as Publicity Manager for all brands, including Soma, Chico's and White House Black Market. While at Chico's FAS, Kristin has served in multiple public relations roles.

In her current role, she is responsible for Soma and TellTale's public relations strategy, including media relations, partnerships, events and charity, as well as the social strategy including influencer marketing and advocacy programs.

Prior to joining Chico's FAS, Kristin lived in New York City and held multiple public relations positions at several companies, including Macy's, Saks Fifth Avenue and David Barton Gym.

Kristin attended The Fashion Institute of Technology in Manhattan where she earned her bachelors degree in Fashion Styling. She is a recipient of the 2019 Gulfshore Business 40 Under 40 honorees.