Burberry CEO Angela Ahrendts joins Apple, only not as head of retail-- while that particular position remains vacant, Ahrendts gets a newly minted spot in the Apple hierarchy as senior VP of retail and online stores.



From Q2 2013 Ahrendts will oversee the direction, expansion and operations of brick-and-mortar and online retail operations, parly filling the position John Browett held for all of 6 months before his very prominent firing.

“I have wanted one person to lead both of these teams for some time,” a leaked Tim Cook memo reads. “because I believe it will better serve our customers, but I had never met anyone whom I felt confident could lead both until I met Angela.”

Ahrents is credited with unifying the Burberry retail presence by pushing in-store technology, establishing a strong social media presence and creating a more seamless online marketplace. In the process she also turned around the fortunes of the British fashion firm.

The hire marks another Apple executive addition from the fashion word, following the recruitment of former Yves Saint Laurent CEO Paul Deneve as VP working on so-called "special projects." According to 9to5Mac Nike Innovation Kitchen studio director Ben Schaffer also left for Apple, even if neither company confirms the report.

Interestingly enough the Nike FuelBand, a device Schaffer worked on, is the one piece of wearable CE Tim Cook revealed he wears back at the D11 conference.

Go Angela Ahrendts to Join Apple as Senior VP of Retail and online Stores

Go Tim Cook Talks Hiring of Angela Ahrendts (9to5Mac.com)

Go Apple Hires One of Nike's Fuel Band Designers