



Barbara Wagner is the Brand President of Talbots and a seasoned executive in specialty retail with a track record across iconic brands including Duluth Trading Co, Kohls, LOFT and Banana Republic. Known for her ability to blend brand heritage with modern relevance, Barbara has led high-impact initiatives in product innovation, merchandising and customer experience. Her career spans leadership roles across merchandising, marketing, product development, inventory management and visual merchandising. She's built strong, cross functional teams and delivered business results. At Talbots, she is leading the evolution of a beloved brand, staying true to it's timeless appeal while driving relevance for today's customer. Barbara brings a strategic, customer-first mindset and a thoughtful, forward-looking perspective on what it takes to build enduring brands in a rapidly evolving marketplace.