

COMMERCE

Equinox hires Macy's executive as new company president

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The incoming president has nearly three decades of executive experience in retail. Image credit: Macy's and Equinox

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

American luxury fitness club **Equinox** is welcoming a fresh figurehead to lead the company into the future.

Marc Mastronardi, a longtime executive fixture at U.S. retailer Macy's, has been named the president of Equinox, with the appointment effective Aug. 12. In the new role, Mr. Mastronardi will look to compound the company's growth strategy while reporting to Harvey Spevak, the executive chairman and managing partner of Equinox Group.

"Equinox is an iconic global brand with a robust pipeline of new club openings ahead," said Mr. Spevak, in a statement.

"Marc's strong leadership and operating experience at scale will drive a culture of continued success as we accelerate towards our next phase of growth."

New direction

Mr. Mastronardi comes to Equinox with more than 25 years of retail experience, most recently serving as Macy's executive vice president and chief stores manager.

In those dual roles, the tenured business leader oversaw more than 500 store locations and 75,000 employees across the globe. Now, he looks to translate that expertise to guide Equinox's 107 existing fitness clubs and the 25 locations planned to open in the coming months and years.



Mr. Mastronardi will also seek out "new opportunities" for the company to bolster its global footprint. Image credit: Equinox

"I am looking forward to using my experience to build on the incredible momentum that Harvey and the talented Equinox team have created," said Mr. Mastronardi, in a statement.

"Through innovation and a commitment to delivering an unrivaled member experience, Equinox is well-positioned for the future as the authority in high-performance luxury living."

Many businesses involved in the luxury space have welcomed new executive leaders in recent months, with French luxury conglomerate Kering appointing a new president for its U.S. division just days ago ([see story](#)).

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