



Michael Setola
President & CEO
Tharanco Lifestyles, LLC

Michael J. Setola has a 35 -year background in consumer brands, primarily in the apparel sector both domestic and internationally. Since 2009 through acquisition he has served as a Partner, President/CEO of Lifestyle Brands Holdings and Tharanco Lifestyles LLC, headquartered in New York City. His companies are the owners or brand managers of Greg Norman Collection, Dunning Golf and sportswear designer John Bartlett. The company also provides brand management and licensing consultation, as well as markets and produces private brand products for direct retailers.

Prior, Setola served as President of Oxford Industries, whose brands included Tommy Bahama, Ben Sherman, Oxford Golf, and also held licenses for Tommy Hilfiger, Nautica, and other designer labels. Before Oxford, he spent over 10 years with and was the President and CEO, of the Salant Corporation. Salant was best known for its ownership of the Perry Ellis trademark rights, but also owned Axis, Tricot St. Raphael, and other men's and children's businesses. After a successful reorganization, Setola sold the public company to Supreme International (now PEI) in 2003.

Setola serves on the board of several organizations including K.I.D.S./Fashion Delivers and the YMA Fashion Scholarship Fund.