

# Adrienne Lofton reportedly departs from Under Armour

*Adweek* reports that apparel company Under Armour and Adrienne Lofton have parted ways.

Lofton was Under Armour's senior vice president and global head of brand management before her departure. Her position was succeeded by vice president of global brand marketing Attica Jaques.

The reasons for Lofton's departure are unclear and Under Armour broke the news in a memo that went out to all its staff.

Read more on this story [here](#).

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