

PJB 10-11-04

GARELICK, MAX

Woonsocket

MAX J. GARELICK, 65, of 400 E. 51st St., New York, formerly of Woonsocket, a retired fashion executive, died Saturday at home after several years of battling prostate cancer.

He was the former husband of Lynne (Baker) Garelick and Lynne Burgess. Born in Woonsocket on Jan. 24, 1939, a son of Sophie (Sherman) Garelick of North Providence, and the late Harry Garelick, he had formerly lived in Greenwich and Westport, Conn., and Woonsocket.

Mr. Garelick was a marketing consultant for the Wetter Indochine Collection and Barbara Barry Inc. A retail fashion executive, he was president and CEO of Perry Ellis International, which prospered during his tenure, and for which he launched a \$10-million national ad campaign.

He was employed at the Batus Retail Group from 1976 to 1986, and had been senior vice president and general merchandise manager for ladies apparel for several years, with responsibility stores that included Saks Fifth Avenue, Marshall Field's, Gimbels, Frederick & Nelson, Ivey's, Thimbles, and Kohl's.

He had also held executive positions at the Celanese Fibers Marketing Co., in 1967, at Dayton Hudson Corp., from 1967 to 1973, and Associated Dry Goods Corp., Denver, from 1973 to 1974. He began his career at Filene's department stores in Boston, working there from 1960 to 1962.

He was a Navy veteran, serving from 1962 to 1965 and attaining the rank of lieutenant.

He was a graduate of Woonsocket High School. He received a bachelor's degree in economics from the Wharton School, University of Pennsylvania, in 1960, and an MBA in marketing from the University of California at Berkeley in 1966.

Besides his mother and former wives, he leaves two sons, Bruce Garelick of Cohasset, Mass., and Jeffrey Garelick of San Francisco; two brothers, Frank Garelick of Cranston and Jon Garelick of Cambridge, Mass.; and a grandchild.

A graveside service will be held today at 1 p.m. in B'nai Israel Cemetery.

GARELICK, Max J.

October 9, 2004. Of New York City. Father of Jeffrey and Bruce Garelick. Son of Sophie (Sherman) Garelick and the late Harry Garelick. Brother of Frank and Jon Garelick. Funeral arrangements under the direction of the Holt Funeral Home, 510 South Main Street, Woonsocket and the Chevrah Kadisha. Graveside Service Monday at B'nai Israel Cemetery, Mendon Road, Woonsocket. Shiva will be observed Monday 2-4 and 7-9 p.m. in the home of Mrs. Sophie Garelick, 61A Saddle Green (Louisquisset) North Providence. Contributions may be made in Max's memory to Memorial Sloan Kettering Cancer Center, PO Box 27106, New York, NY 10087.