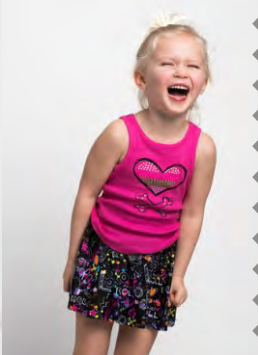


# A

AMY COE



# A

AMY COE





# AMY COE

## SEARCH. DISCOVER. CREATE. INSPIRE.



**AMY COE** is a leading designer for fashion forward parents and gift givers for over 25 years. Inspired by the birth of her own daughter and a desire to fill a void in the children's market with a cool, downtown alternative – the **AMY COE** brand was born. Amy's fresh approach to all things hip and cool resonates with new parents worldwide. The brand celebrates a modern, timeless design sensibility for kids of all ages. As an exclusive designer for the Target Corporation and Babies "R" Us, **AMY COE** has generated over \$200 million in retail sales.



## HIP. COOL. ADORABLE.

**AMY COE** celebrates pure color, exceptional detail, modern lines and always encourages individual style. Inspired by a rebel spirit and independent attitude, **AMY COE** is always playfully cool!





# RETAIL SUCCESS

For over 25 years, leading department stores, specialty accounts and national retailers have featured **AMY COE** collections with dedicated sections, signage, ads, on line and catalog placement.



bloomingdale's



LESTER'S





## SIX YEARS AT TARGET

**AMY COE** limited edition delivered exceptional results throughout Amy's six-year exclusive designer retail partnership with Target Corporation. The collection featured mix-and-match layette collections, infant bedding, rugs, lamps, diaper bags, toys and gifts sold in all Target stores and Target.com.

ADORABLE DESIGN,  
AFFORDABLE PRICES.





## SEVEN YEARS AT BABIES"R"US

**AMY COE** launched with the largest product introduction by an exclusive designer in the history of Babies"R"Us.

The broad assortment featured infant furniture, bedding sets, room decor, diaper bags, meal-time accessories, plush and gifts, plus layette, apparel and accessories for infants and toddlers.

The **AMY COE** brand had the lowest amount of clearance merchandise and highest full price buckets. On repeat purchase, **AMY COE** customers spent \$10-\$20 more per receipt.



**A**  
AMY COE

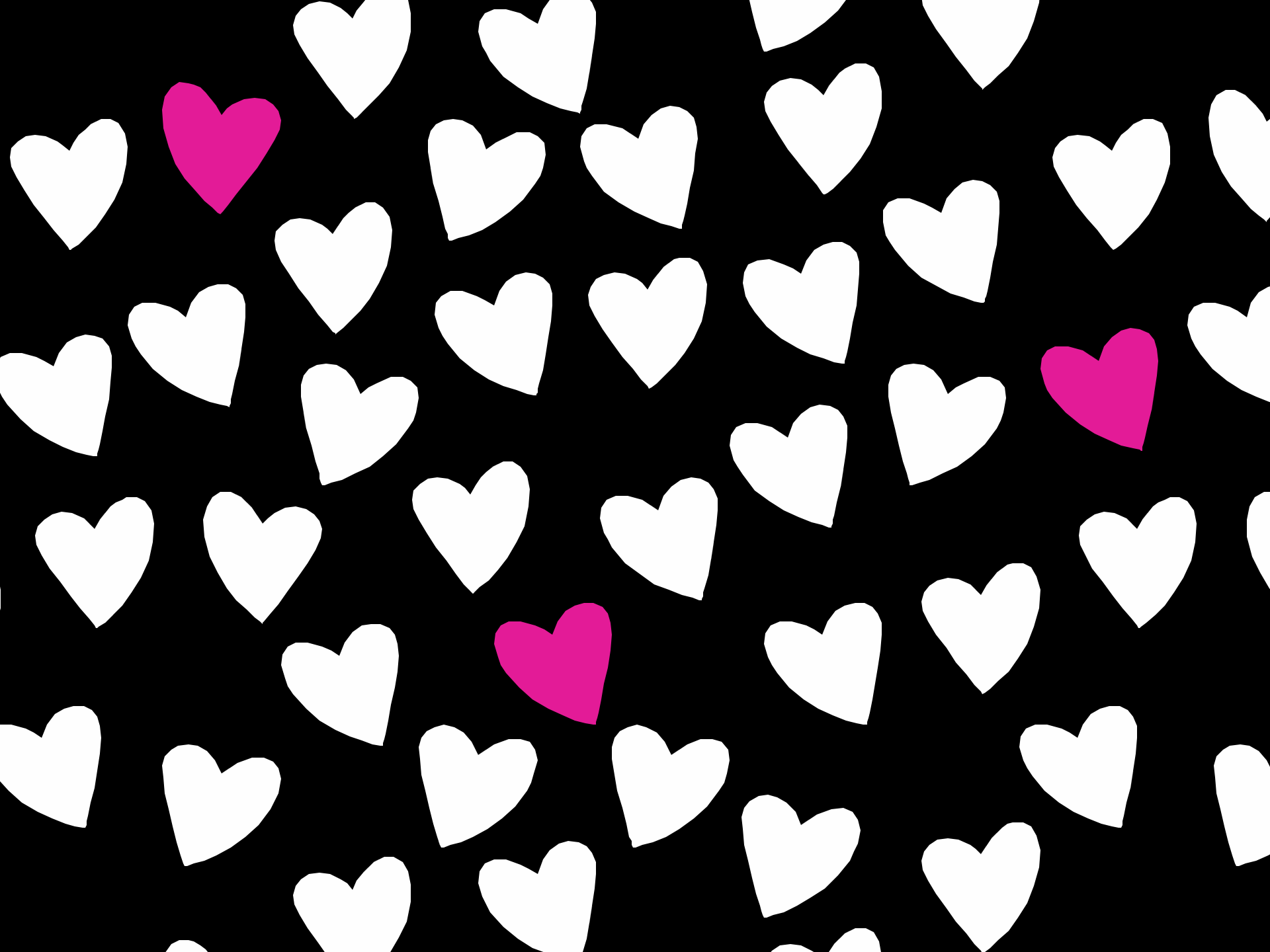
## AMY COE HOME

**AMY COE HOME** was introduced due to the high demand for interior design services by devoted clients near and far. The combination of modern design, personal service and tons of passion reinforced the hallmarks of the brand. Clean and comfortable is Amy's favorite -whether designing a dreamy nursery or a guest room addition.

Each project, big or small is a collaborative labor of love— without question, the signature mix and match completes the room.









# THE BRAND

## CATEGORIES AVAILABLE FOR LICENSING:

LAYETTE. TODDLER. KIDS. TWEEN.



### **AMY COE EVERYDAY**

Apparel  
Sleepwear  
Underwear  
Outerwear  
Swim  
Footwear  
Socks & Tights  
Handbags  
Travel & Weekend bags  
Cold Weather Gear

### **AMY COE HOME**

Fashion Bedding  
Crib Bedding  
Room Decor  
Wall Art  
Wallpaper  
Fabric  
Storage  
Towels  
Rugs  
Lighting  
Furniture

### **AMY COE MATERNITY**

Diaper Bags  
Feeding & Bath  
Gear & Safety

### **AMY COE TOYS & GIFTS**

Plush  
Dolls  
Books  
Activity Mats  
Puzzles  
Gifting

### **AMY COE BEAUTY**

Lotions & Potions  
Shampoo & Conditioner  
Sunscreen  
Hair Accessories  
Fragrance

### **MORE AMY COE**

Holiday & Party  
Paper  
Camp  
Jewels & Trinkets



## EVERYDAY APPAREL

The **AMY COE** collection ranges from soft distressed denim to rock and roll party dresses designed for your favorite rockstar.

Every piece from this carefully curated collection for boys and girls (from infant to tween) is designed with attention to detail.

Discover the quality fabrics, signature zipper pulls and buttons, surprise art placements, all with modern pops of color all rooted in BLACK.

**AMY COE's** playful clothes are everyday cool!





**TOUGH GUY**



**coolest  
kid  
ever.**





REBEL





ONE OF  
THE BOYS





SUGAR  
BABY





## FOOTWEAR & ACCESSORIES

The signature **AMY COE** collection includes rockstar studs, on trend pleather, oversized pom poms and much more!

A funky, rebel worthy collection of footwear, socks, tights, hats, cold weather and rainwear for boys and girls - all with super cool style for kids ages 0-12.







## TOYS & DOLLS

AMY COE's award winning superstar collection of cuddly plush, soft jersey toys and modern rag dolls dressed in tiny look-alike apparel – perfect gift giving for the young at heart.



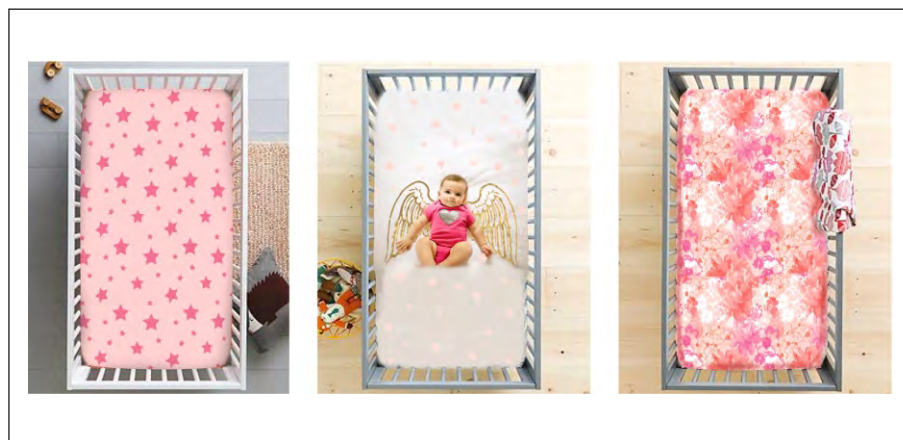
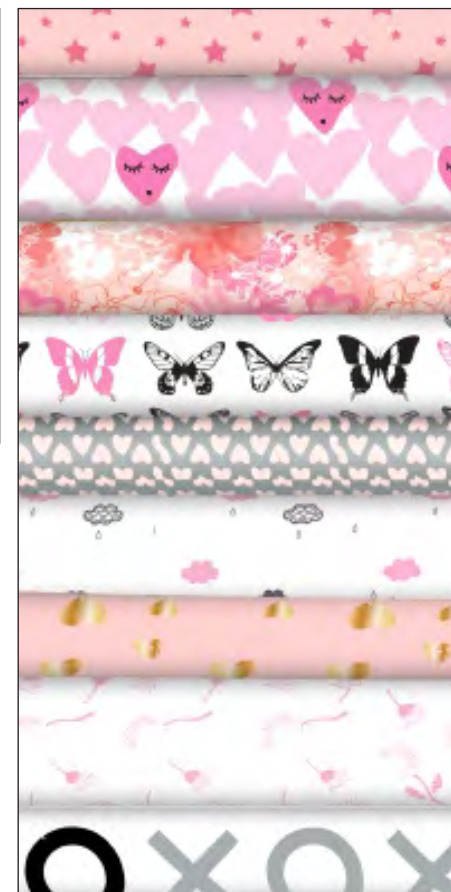


## BEDDING

Crisp, graphic, bold and colorful... **AMY COE HOME**, designed for kids of all ages and the young at heart.

Amy's home collection is full of fun surprises; signature zippers, lots of texture, creative stitches, dreamy prints and a whole lot of whimsy.

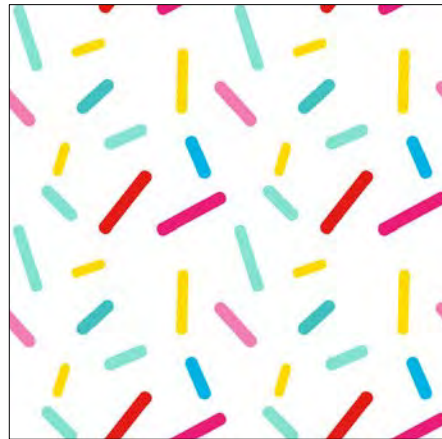
Duvets, Quilts, Comforters, Shams, Sheeting and Pillows of all shapes and sizes.





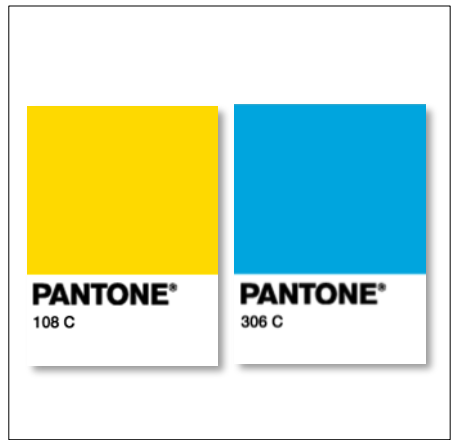
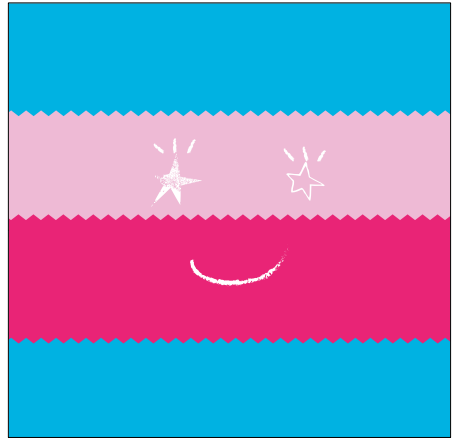
JOYVILLE

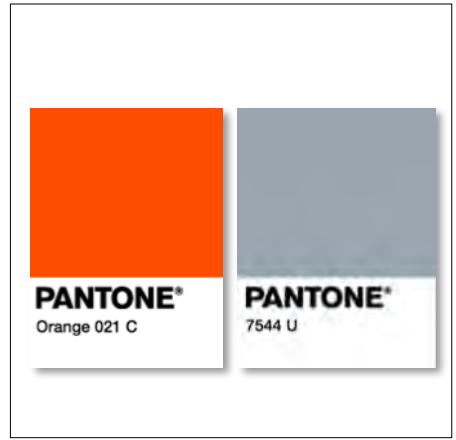




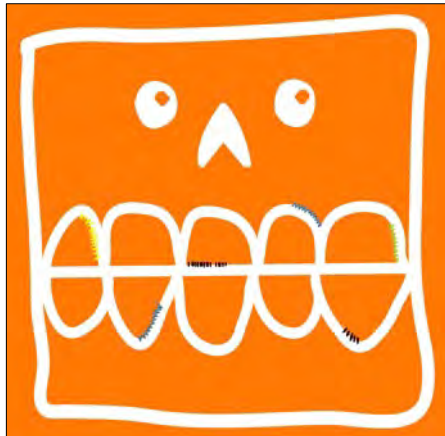
WONDERLAND

XO  
OX



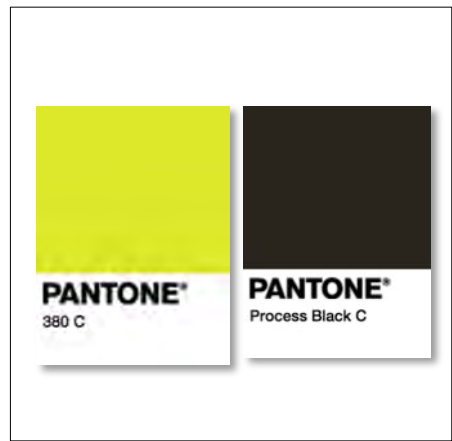
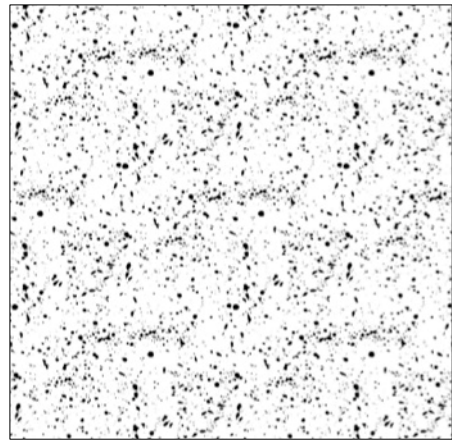
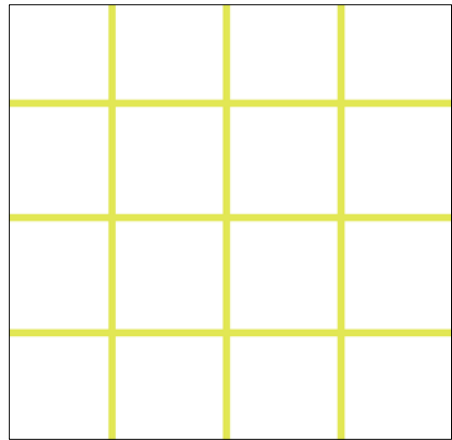


REBELTOWN





# ALPHABET CITY



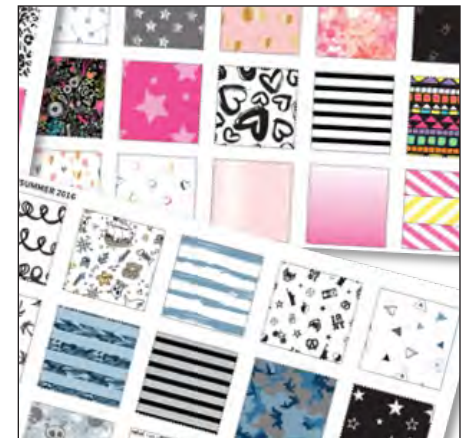
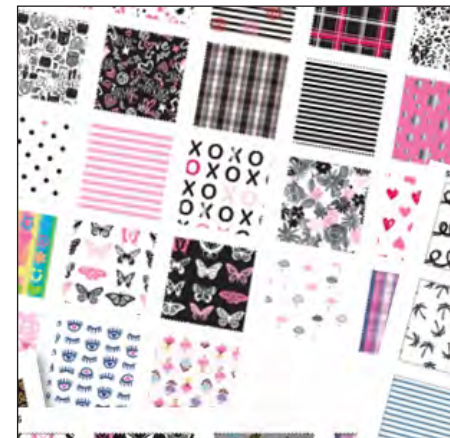
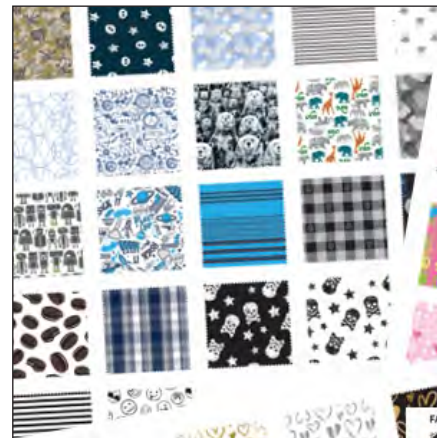
**A**  
AMY COE

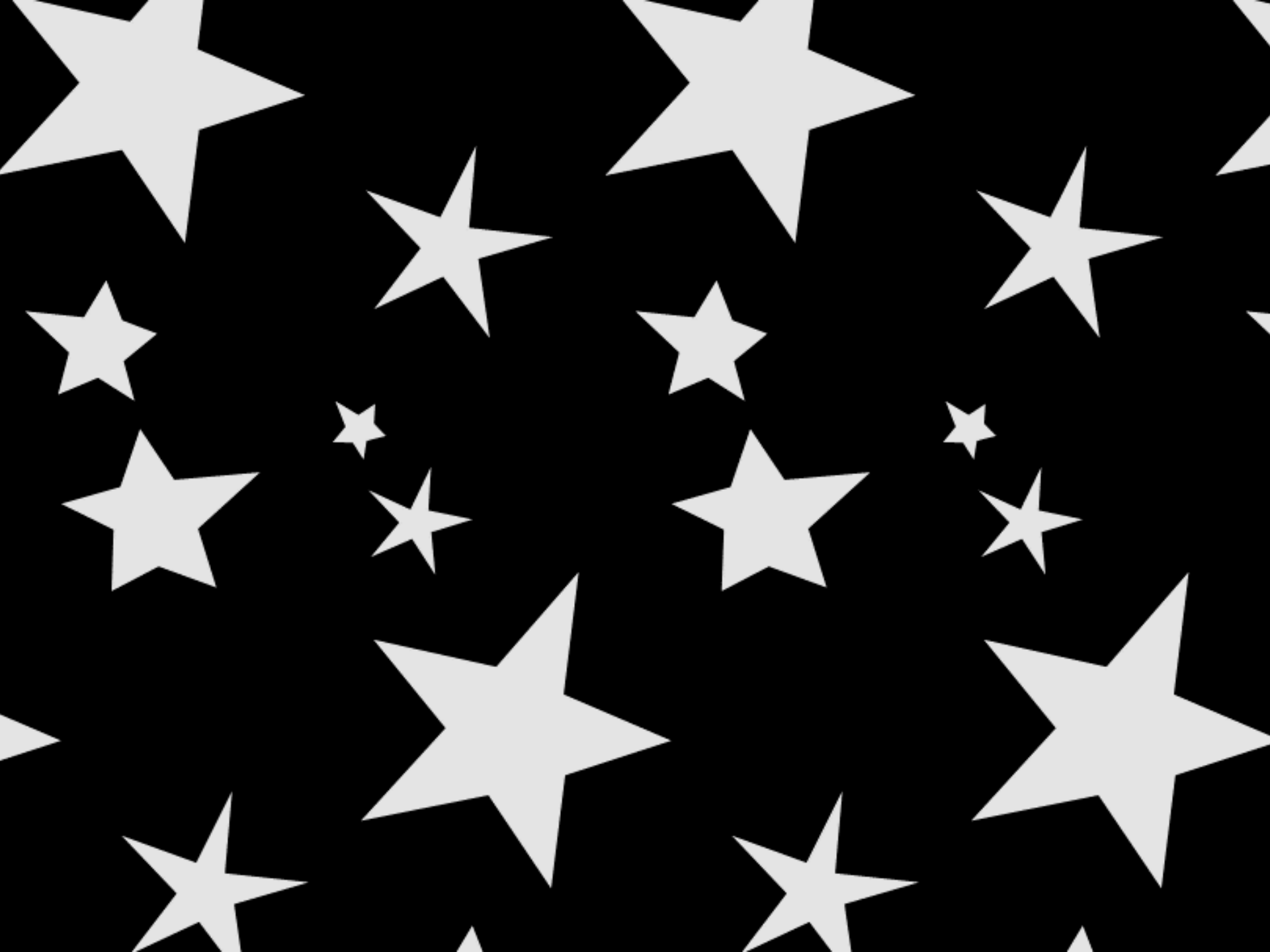
## SIGNATURE ICONS

From skulls to golden hearts and rock and roll guitars, the **AMY COE** collection of signature icons is always expanding and perfect for the coolest products ever.

## PRINTS & PATTERNS

The **AMY COE** brand has a large and growing archive of exclusive, on-trend, whimsical prints and patterns available for all licensees.









# RETAIL





# MARKETING

Retailers support **AMY COE** with prominent features in circulars and in-store events!

**INTRODUCING AMY COE BABY COLLECTION**

**HIP. COOL. ADORABLE.**  
Inspired by a rebel spirit & independent attitude, AMY COE always makes a bold fashion statement. The attention to detail in this carefully curated collection will make your little rockstar feel comfy & confident. Every piece is designed to become an all-time favorite.

**18.99**  
Amy Coe Baby Collection dress  
ages 2-4 mos.  
\$20-0280  
reg. \$28

**27.99**  
Amy Coe Baby Collection jumpsuit  
ages 3-4 mos.  
\$30-0284  
reg. \$42

**22.99**  
Amy Coe Baby Collection tulle set  
ages 3-4 mos.  
\$30-0284  
reg. \$34

**25.99**  
Amy Coe Baby Collection ruffled tee & shorts set  
ages 2-4 mos.  
\$30-0284  
reg. \$38

JCPenney

**rockin' threads**

We have loads of clothing, layette, swaddles, and more for babies from preemie to 4T.

**AMY COE Collection**  
• Additional styles available  
• Sizes 0-3M to 4T  
**9.99 - 29.99**

buybuy **BABY.**

**AMY COE** **Supernova** set  
\$28.99  
\$30-0284  
reg. \$42

**AMY COE** **Supernova** set  
\$28.99  
\$30-0284  
reg. \$42

**AMY COE** **Supernova** set  
\$28.99  
\$30-0284  
reg. \$42

bloomingdales



# IN-STORE EVENT - BLOOMINGDALE'S



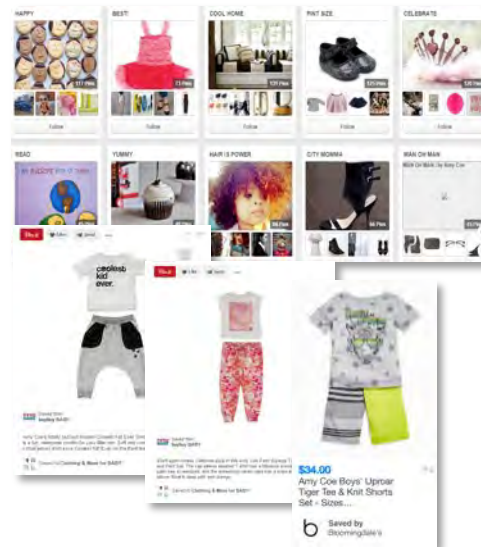
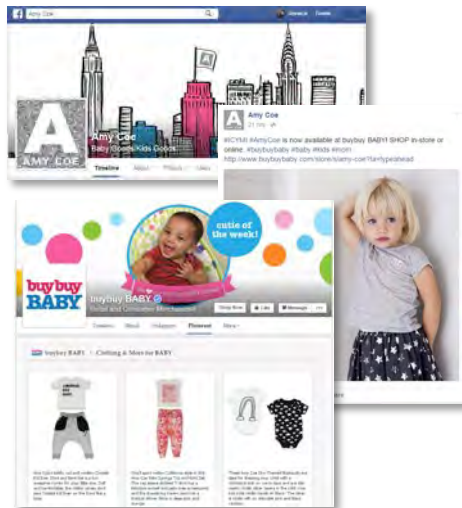


# SOCIAL MEDIA

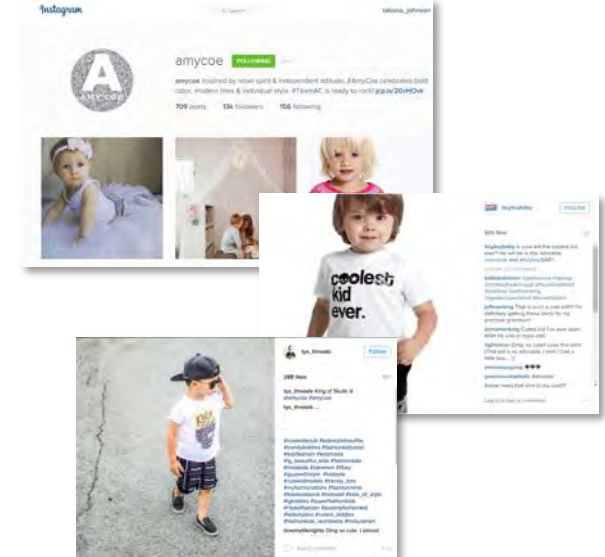
Social media gives **AMY COE** an opportunity to touch base with loyal fans. #TeamAC connects with followers personally - including a highly engaged audience and clear support for retail partners.



25K+ likes



14K+ followers





# IN THE MEDIA





# LOYAL CUSTOMERS

“Hi – I heard your line of baby clothes is not going to be sold at babies r us anymore. I am so upset!! **Where can I get it?**”



**Lauren Bergner**

Hi-  
I heard your line of b

“Thank you for giving my little girl a **killer wardrobe!**”



**Suzanne Paragano Kane**

August 17 at 4:42pm

“My son’s Amy Coe Christmas outfit last year! **I buy nothing but Amy Coe** for my Son. I have even bought two of the same thing so he would have it for when he got bigger. I am crazy for AC <3 LOVE IT!! **I honestly wish they had more AC on the racks** at Babies R Us.”



**Tabitha Hawkes**

October 11 at 1:45pm

“I just **love, love, love** your baby clothes line!!”



**Melissa Rodgers**

Melissa wrote: “I just

“Please please please!!!! **I need Amy Coe in our lives!!**”



**Amanda Bass**

March 26 at 11:33pm

“For the past few years I have only bought Amy Coe for my son and daughter. Now that they are in 6T nothing of yours fits. I still buy your clothes for my nephew but **I was wondering if you will ever up your sizes** or if there is another company that sells similar clothes? I love the style and wish I could buy it for my kiddos!”

- Casey Mannebach

“**Huge fan of your clothing!** My granddaughter rocks it!”



**Cheryl Baase**

October 13 at 10:20am

“I love ur clothing for my granddaughters **where can i purchase sizes 3t and 5t?** [...] help please”



**vickijoyjoy**

I love ur clc



LICENSING

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