

Betsey  
Johnson.

BETSEY JOHNSON EST. 1964  
BRAND BOOK 2023





Jefferson  
Street



**THE BRAND**



# BETSEY JOHNSON

Known for all things exuberant, embellished, and over-the-top, iconic American designer Betsey Johnson has been ruling the fashion industry since the 1960s.

Built to embody the designer's self-proclaimed personas — “iconic rock star” and “every girl's best friend” — the Betsey Johnson brand is the perfect balance of pretty and punk. Loved worldwide, Betsey Johnson celebrates color, movement, and girl power at every age. Above all, Betsey makes fashion fun.



"NO  
PASSION...  
YO  
FASHION."



I THINK THAT  
BEING NICE  
IS THE  
SECRET."






**“BETSEY HELPED EVEN MIDDLE AMERICA  
GET A LITTLE FUNKY AND SEXY.”**

**- CYNDI LAUPER**



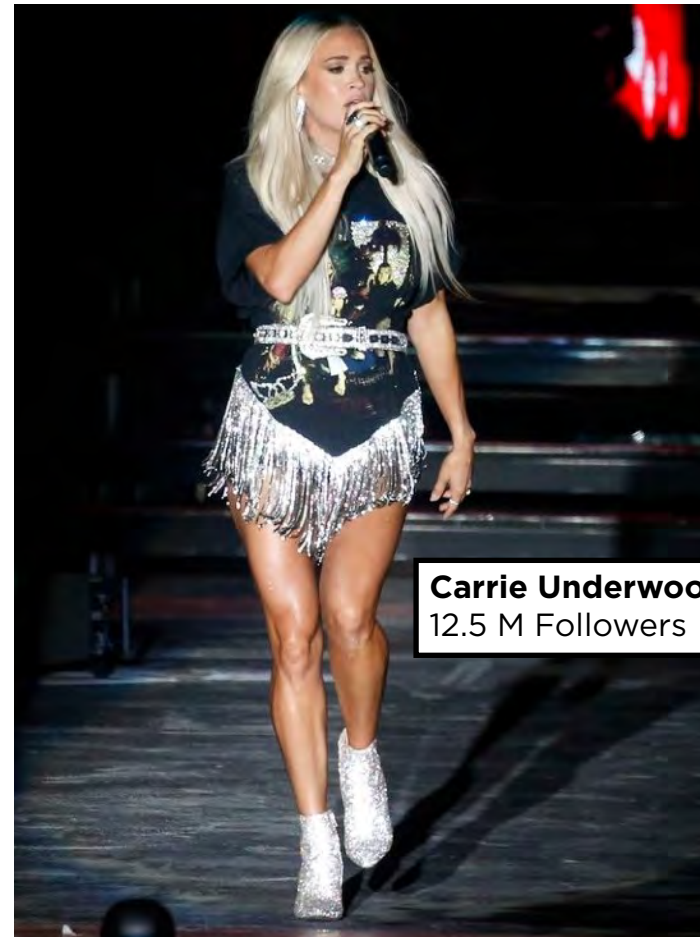
A full-page photograph of Betsey Johnson standing in a retro-style trailer. She is wearing a black dress with a white spider pattern, long black gloves with white spider prints, and black boots with white spider prints. Her hair is blonde with pink and yellow highlights. She has her arms outstretched. The trailer has a large gold star on the wall, a pink boombox, a green and white striped chair, and a wooden table with a red tray of snacks. The text "BETSEY JOHNSON IS THE FASHION INDUSTRY'S RESIDENT FREESPIRIT." is overlaid in white on a pink background, with "- TEEN VOGUE" below it.

**“BETSEY JOHNSON IS THE FASHION  
INDUSTRY'S RESIDENT FREESPIRIT.”**  
**- TEEN VOGUE**



# BETSEYS BABES

Bella. Rita. Nicki. Lupita. A miles-long list of superstars wear Betsey Johnson for street style, performances, red carpet looks, and everything in between.



**Carrie Underwood**  
12.5 M Followers



**Halle Bailey**  
4.8 M Followers



**Katy Perry**  
198 M Followers



**Bella Hadid**  
58.8 M Followers



**Jennifer Coolidge**  
2.2 M Followers



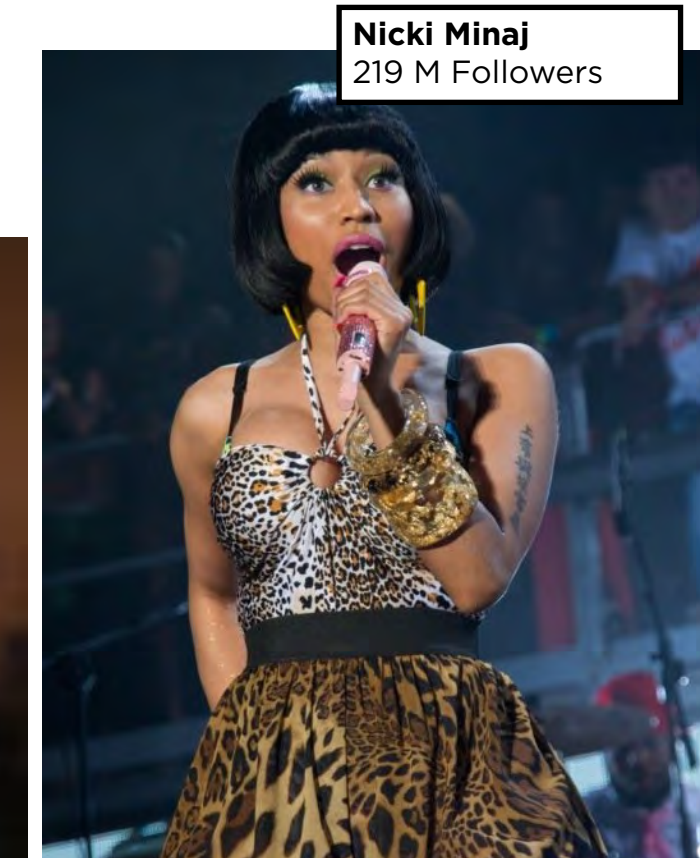
**Carly Rae Jepsen**  
2.5 M Followers



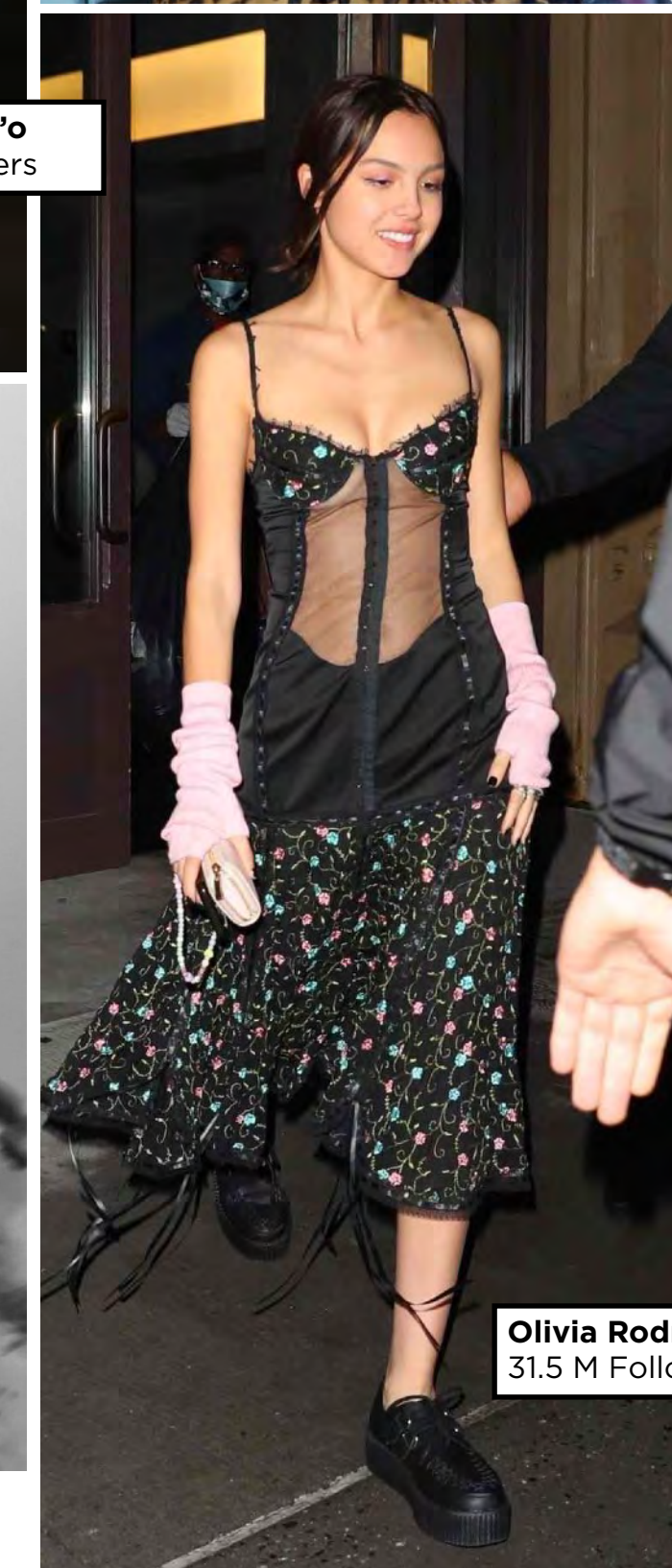
**Lupita Nyong'o**  
10.7 M Followers



**Addison Rae**  
38.2 M Followers



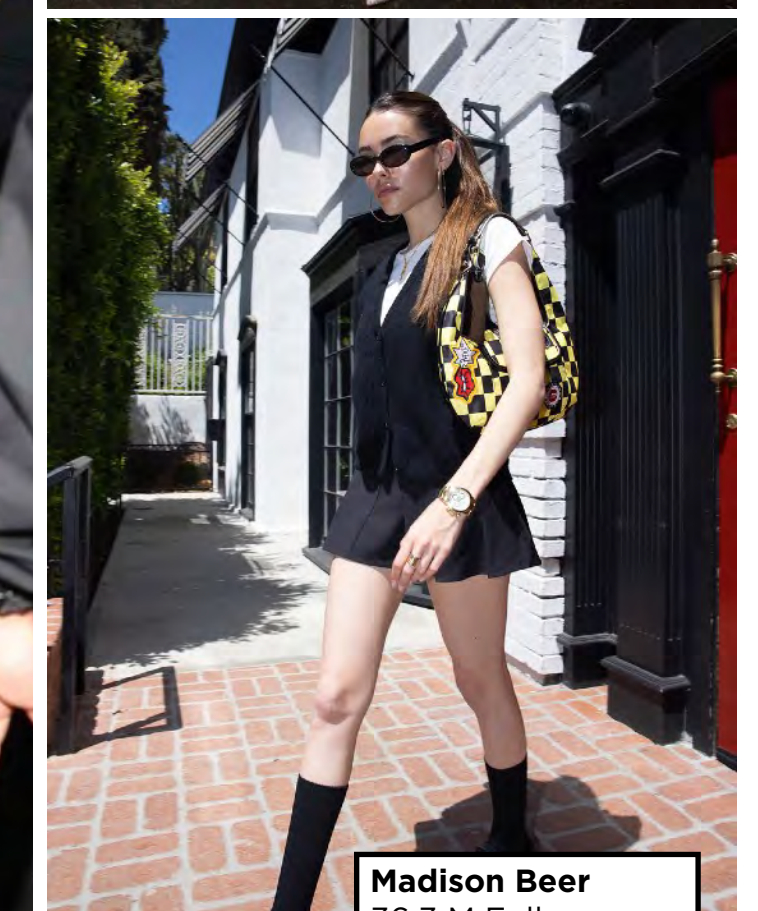
**Nicki Minaj**  
219 M Followers



**Olivia Rodrigo**  
31.5 M Followers



**Rita Ora**  
16.1 M Followers



**Madison Beer**  
36.3 M Followers



# BETSEY: A MEMOIR

The designer and style icon is literally an open book. In her memoir, she colorfully shares all. The rockstars, the runways, the romance, the reinventions. According to *Vogue*, “the stories revealed...will surprise and delight.”

Forbes

NEW YORK

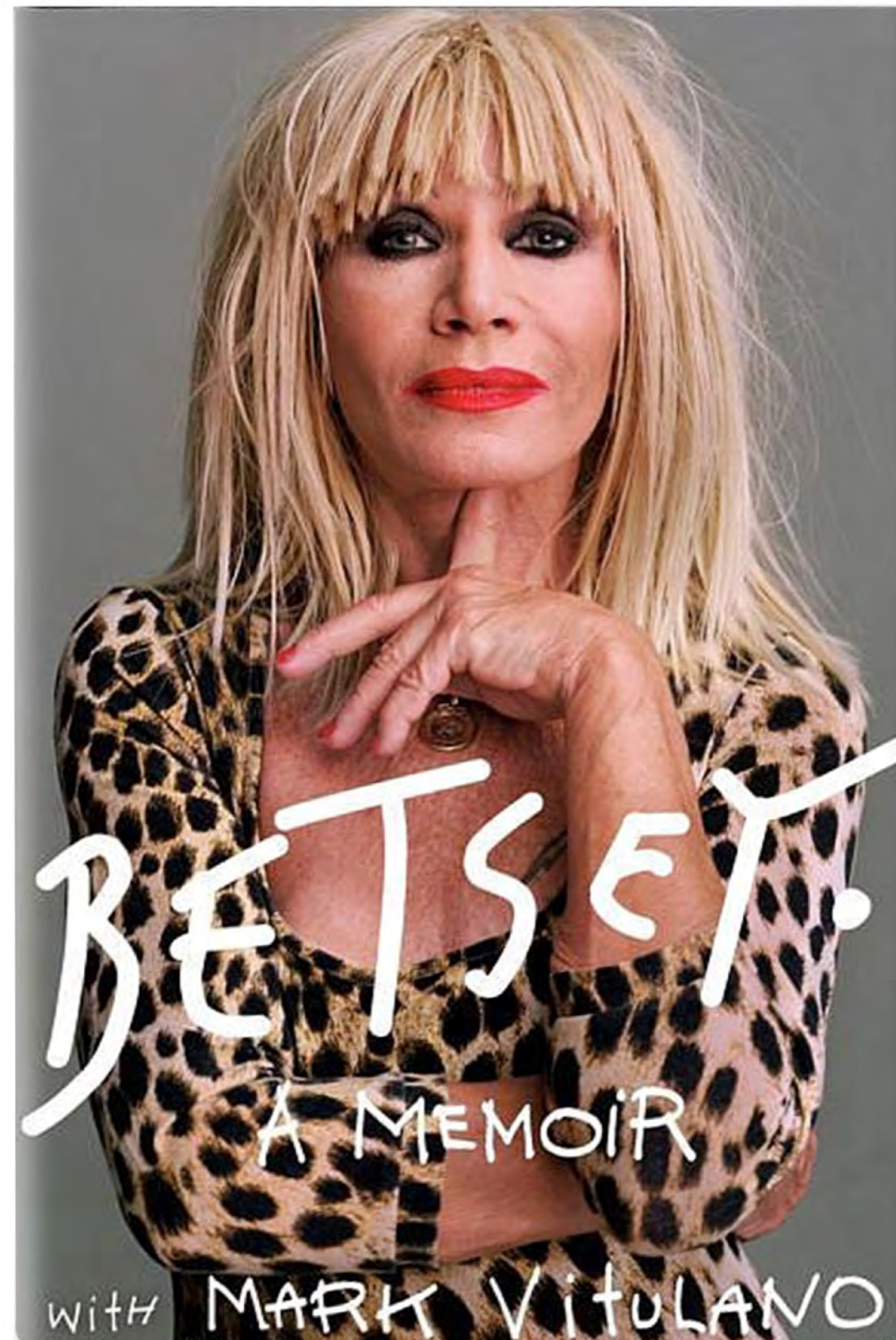
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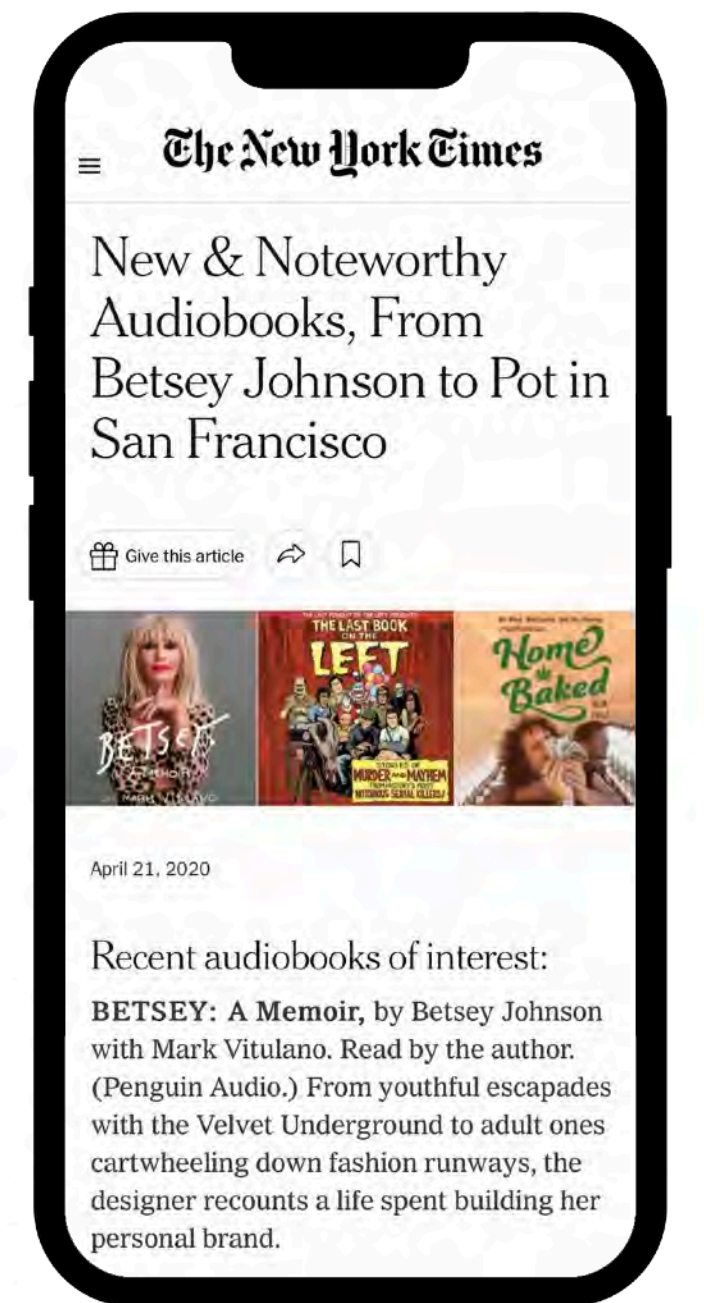
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NEW YORK POST

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DAILY NEWS

Newsday



# BETSEY IN THE PRESS

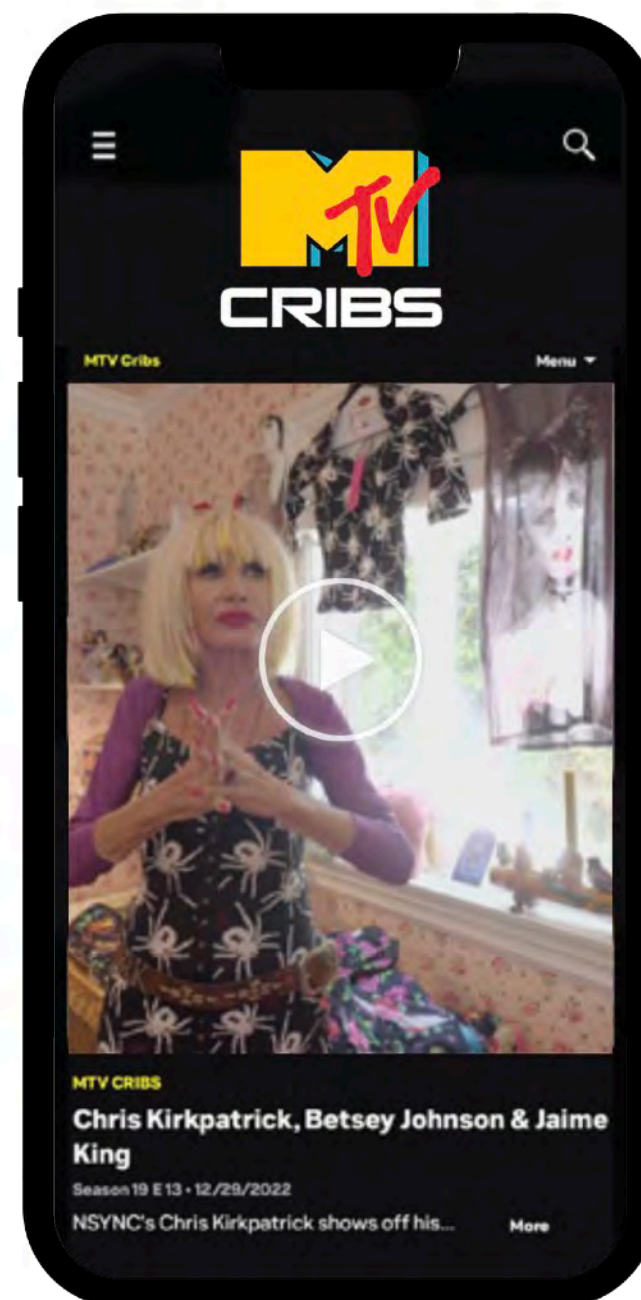
From interviews to home tours to editor's picks, Betsey Johnson — the brand and the icon — continue to make headlines. Readers and viewers are forever drawn to the designer's refreshingly optimistic outlook, as well as her playful and rule-breaking style.



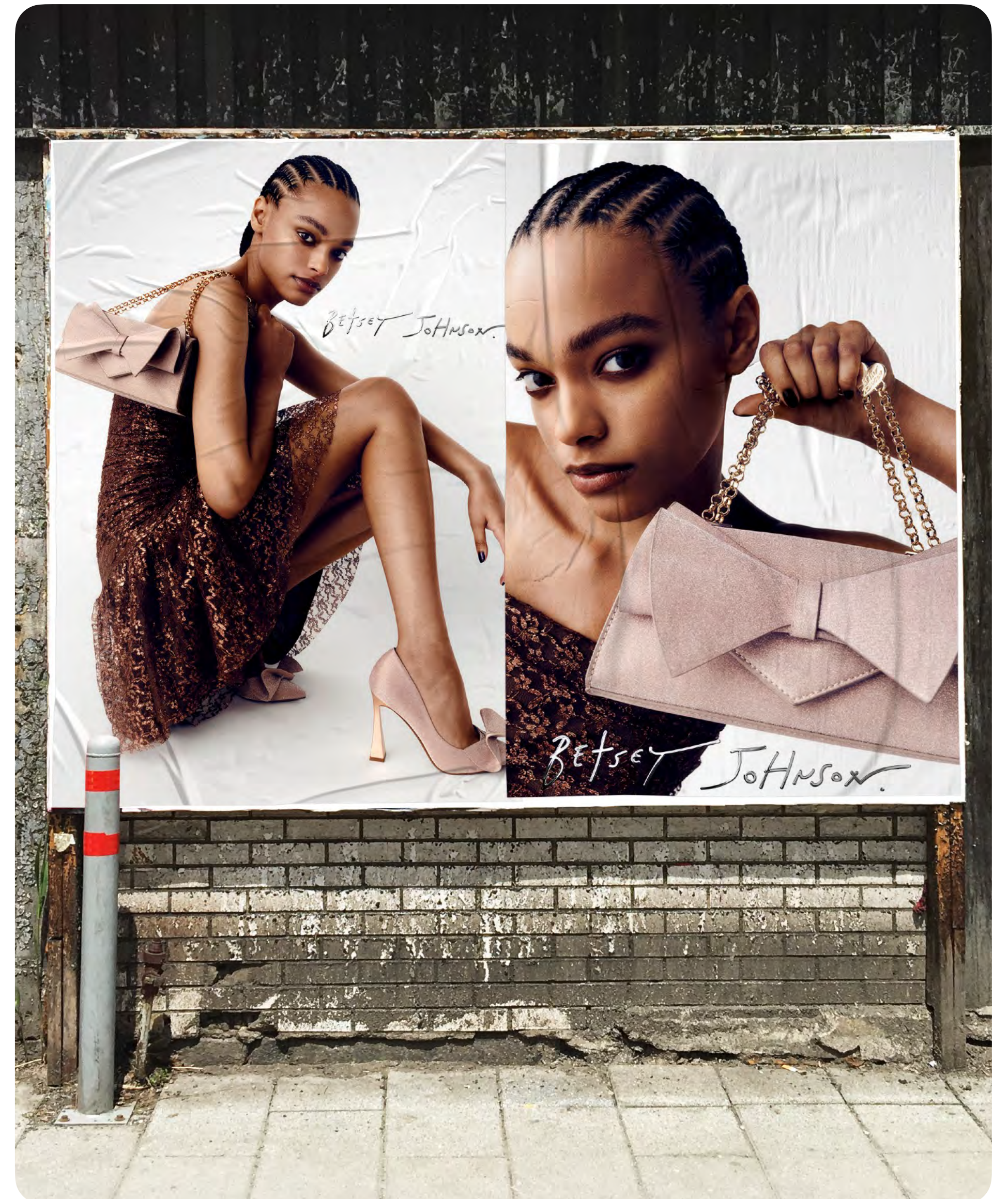
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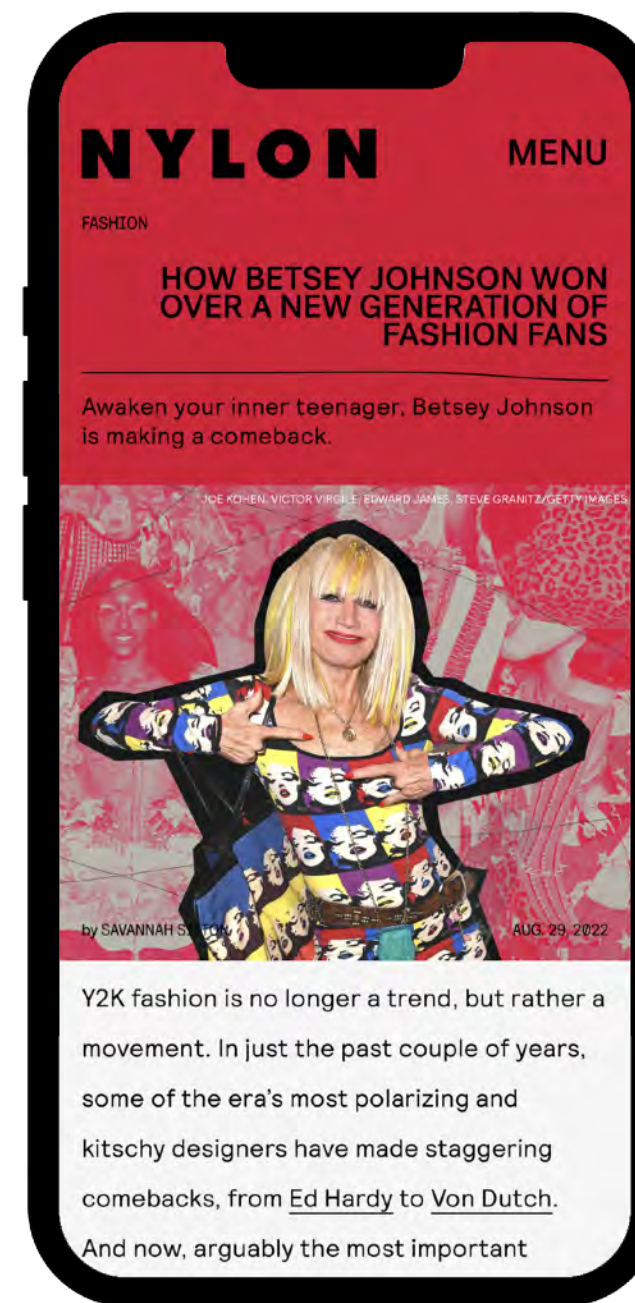
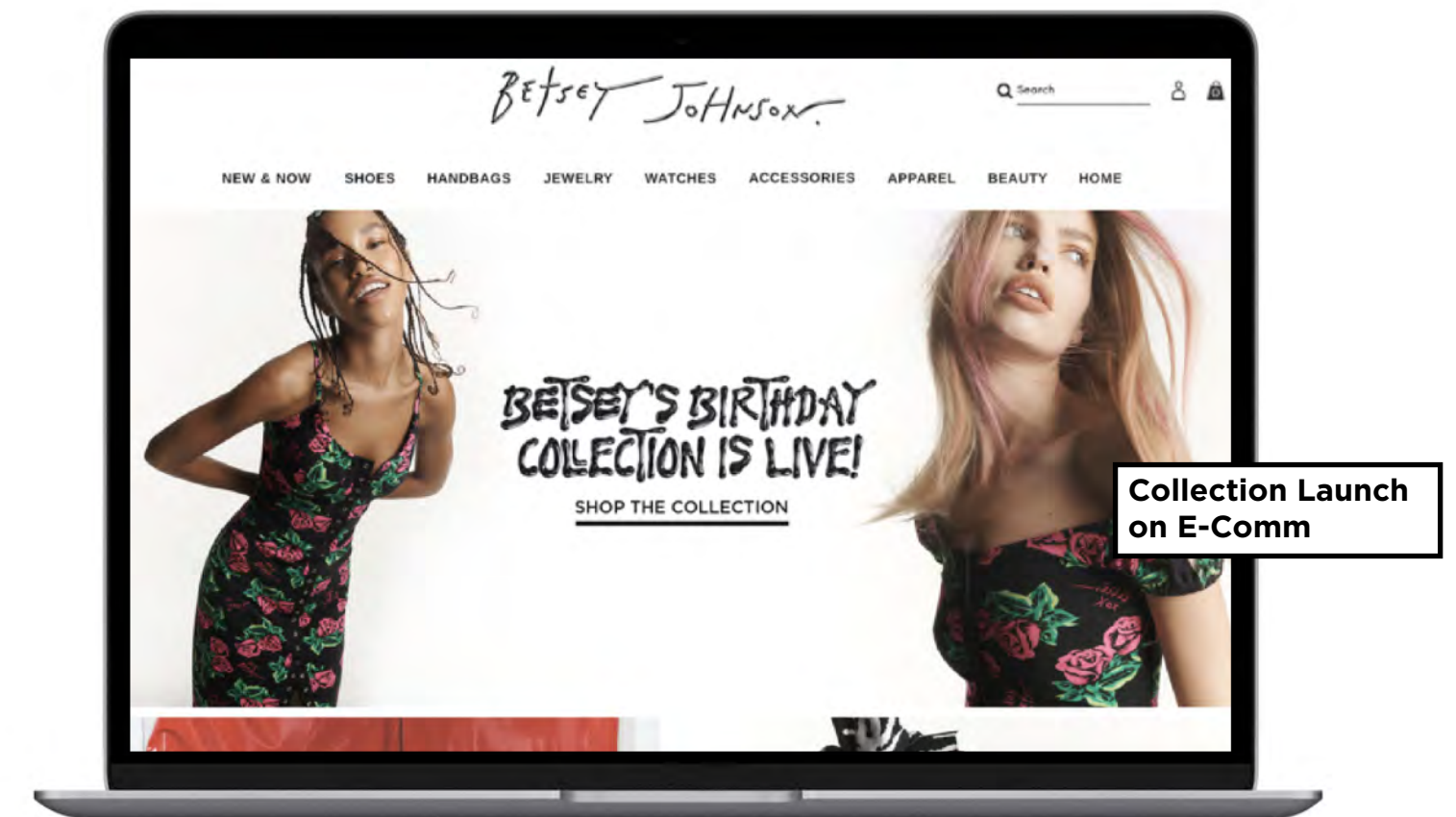
# BETSEY'S BIRTHDAY

## THE COLLECTION

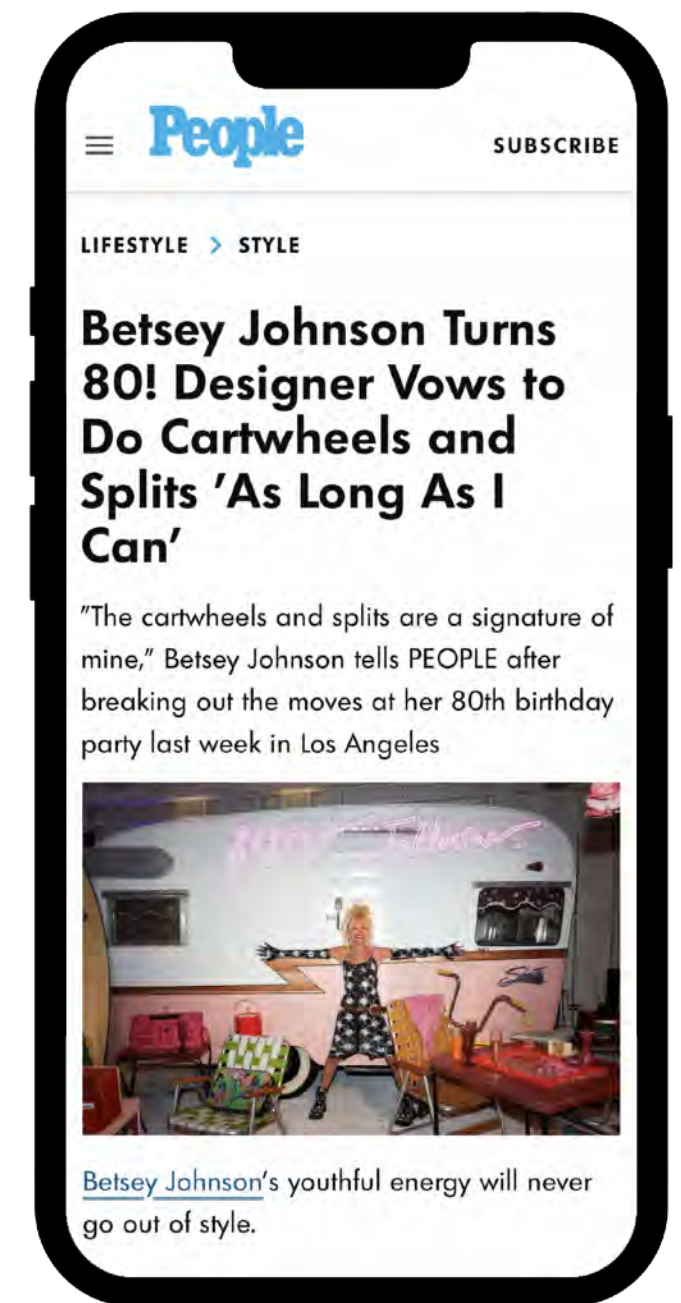
To celebrate her 80th, Betsey created a Greatest Hits capsule collection, handpicked from her favorite archived prints and silhouettes. The RTW, footwear, handbags, and jewelry capsule launched exclusively at [betseyjohnson.com](https://betseyjohnson.com), [macys.com](https://macys.com), and Macy's stores.

## THE PARTY

On August 23rd, we commemorated this milestone with an epic Betsey bash. Key VIPs and influencers partied the night away, including Chloe Cherry, Larsen Thompson, Benny Drama, and Charlotte McKinney. The cherry on top? A surprise performance by Drag Race star Gottmik, resulting in 88M+ social impressions. In addition to social coverage, the event secured 29 press placements surrounding the event, totaling 1.4B+ total press impressions.



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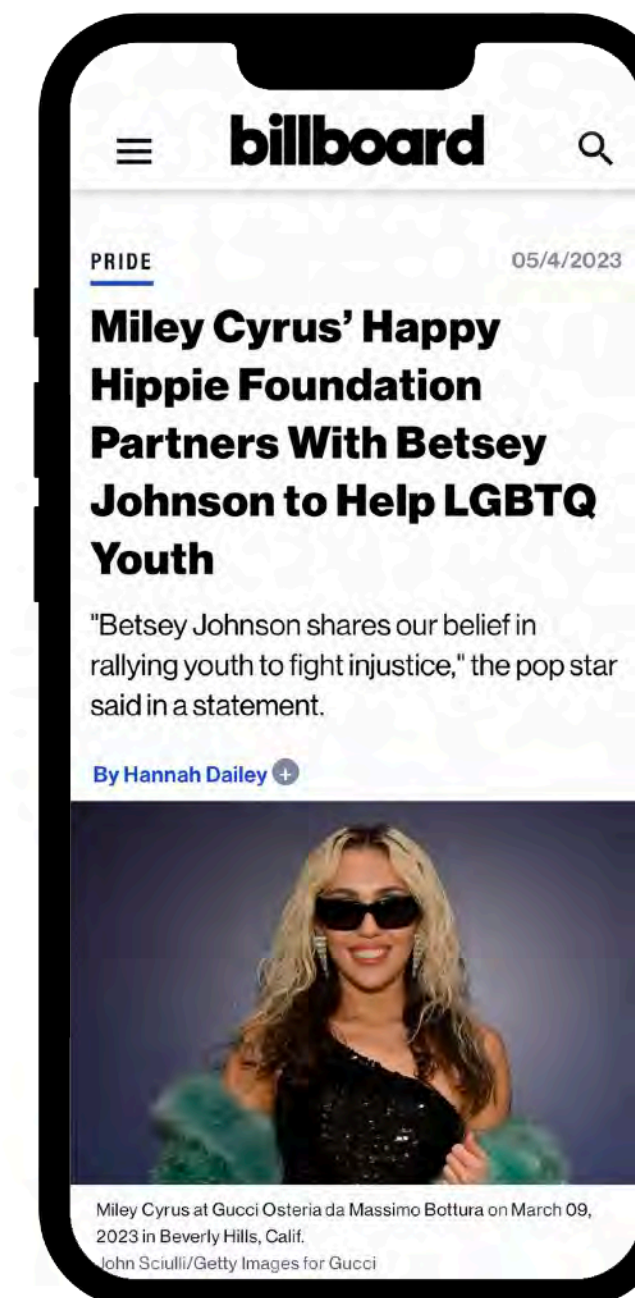
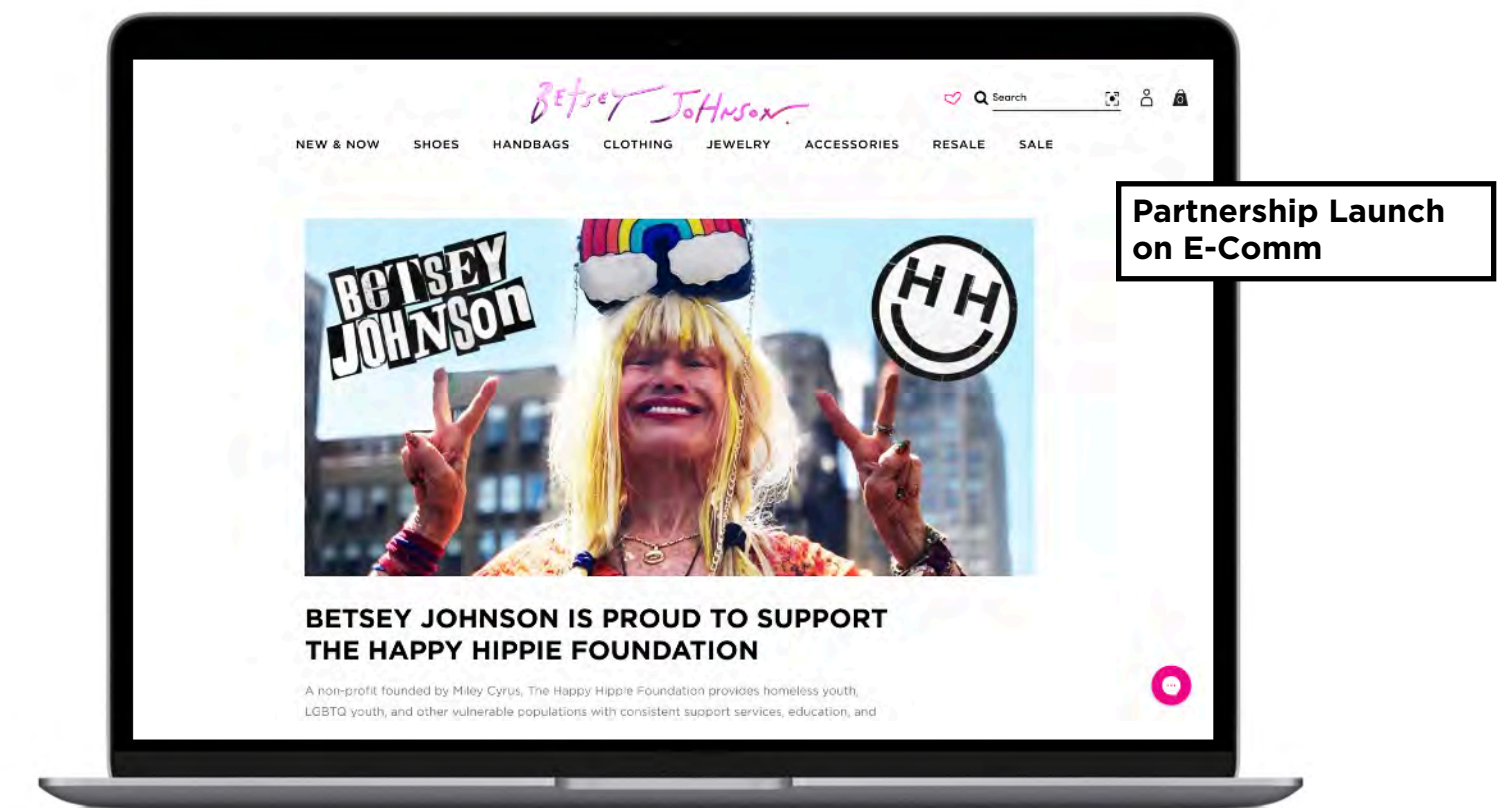


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# BETSEY JOHNSON X HAPPY HIPPIE

We launched an ongoing partnership with The Happy Hippie Foundation, a non-profit founded by Miley Cyrus, that supports homeless youth, LGBTQ youth, and other vulnerable populations. For initiatives like Mental Health Awareness Month and Pride month, we collaborated on content and per-purchase donations that directly benefit young people in need.



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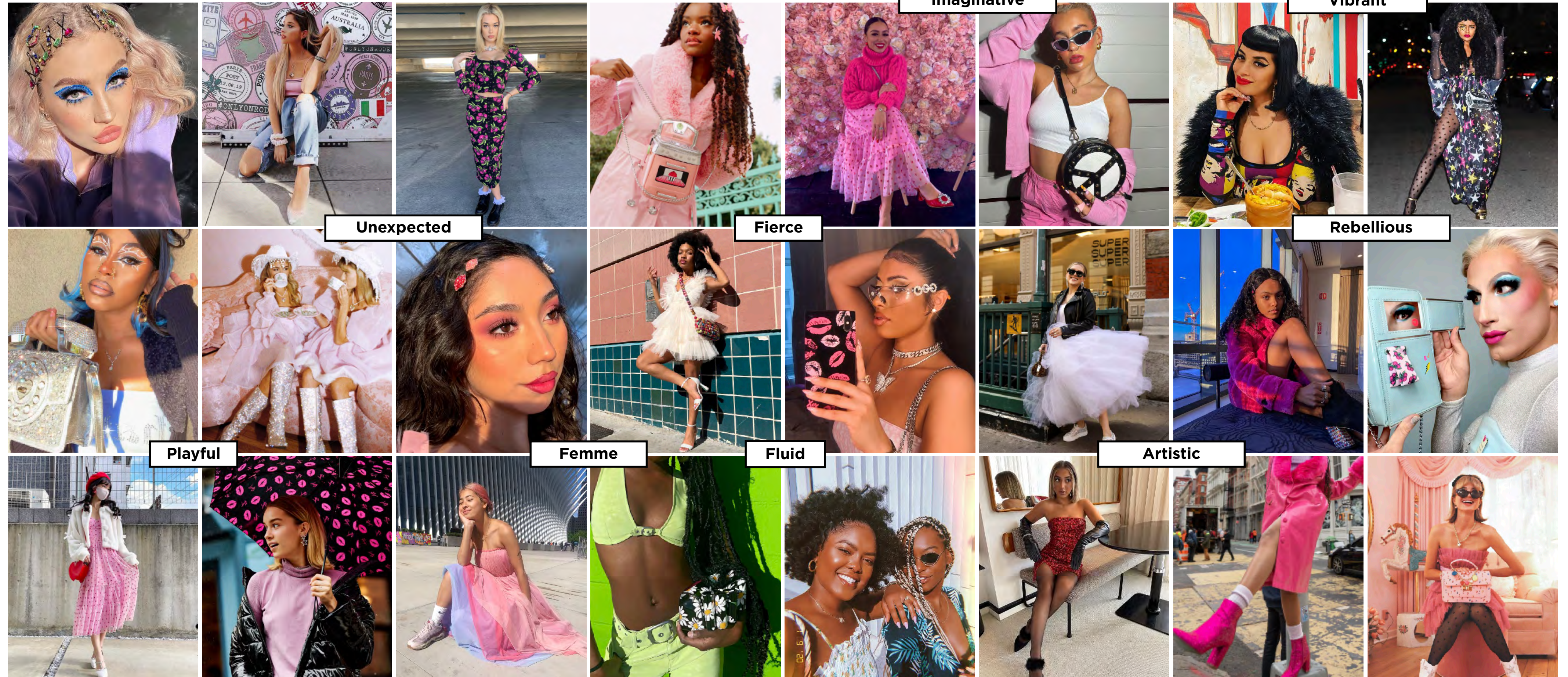


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# THE CUSTOMER

The Betsey Johnson girl is whimsical, free-spirited, and creative. She is ultra-feminine and punk rock. She wears the brand as a means of self-expression and individuality. The brand appeals to women ages 16-50, uniting generations through colorful, unapologetic style.





# CATEGORIES



READY-TO-WEAR



HANDBAGS



FOOTWEAR



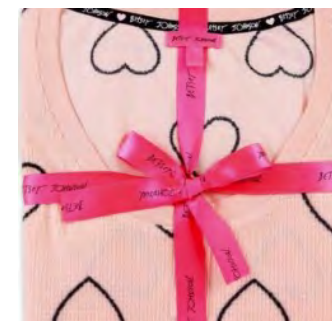
JEWELRY



SWIM



COSMETICS



INTIMATES



KIDS



SUNGLASSES



OPTICAL



HOISERY



STATIONARY



UMBRELLAS



LUGGAGE



BEDDING



WATCHES



SELF CARE



SCRUBS



# RETAILERS

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belk

Boscov's

Burlington

Dillard's

DOLLS KILL

fabfitfun

★ macy's

marmaxx

NORDSTROM  
rack

ROSS

TJX®

URBAN  
OUTFITTERS

WINNERS

Zappos<sup>!</sup>  
com



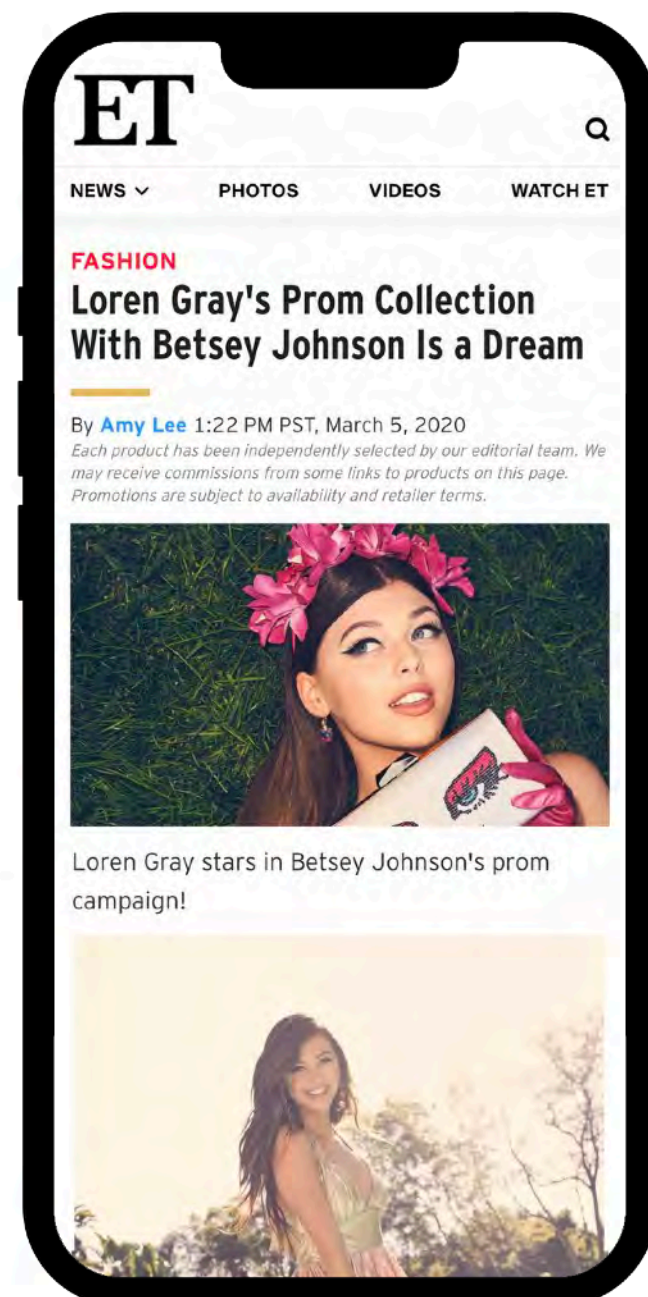


**COLLABORATIONS**

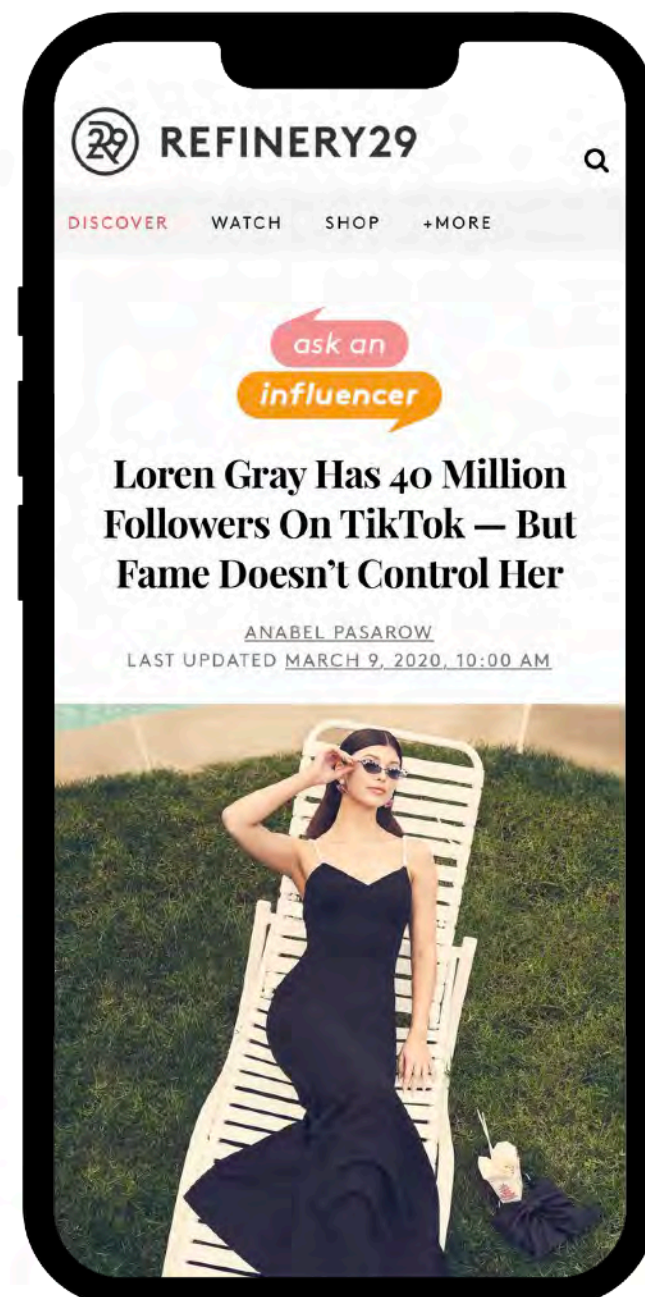


# BETSEY JOHNSON X LOREN GRAY

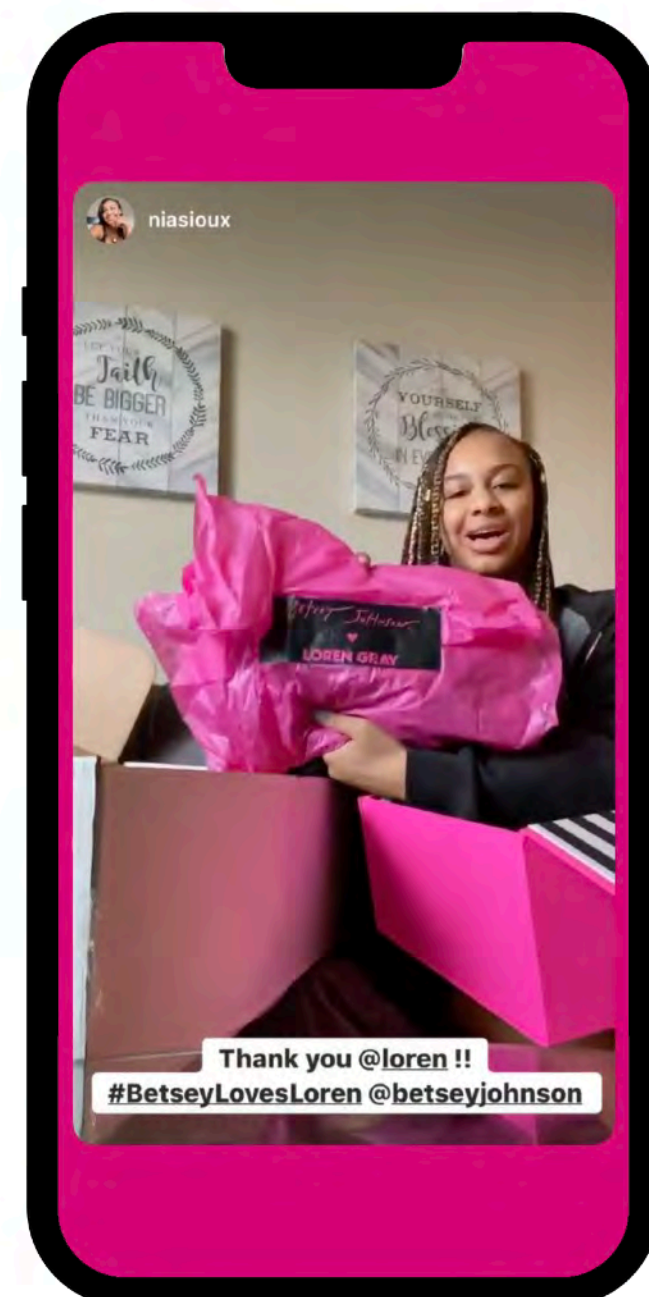
Betsey Johnson partnered with teen singer and social media superstar, Loren Gray, on a prom collection packed with tulle, embellishments, and lots of sparkle. The gowns, cocktail dresses, statement jewels, and glitzy shoes were sold at [betseyjohnson.com](https://betseyjohnson.com), [macys.com](https://macys.com), and Macy's stores. Prices ranged from \$25 to \$398.



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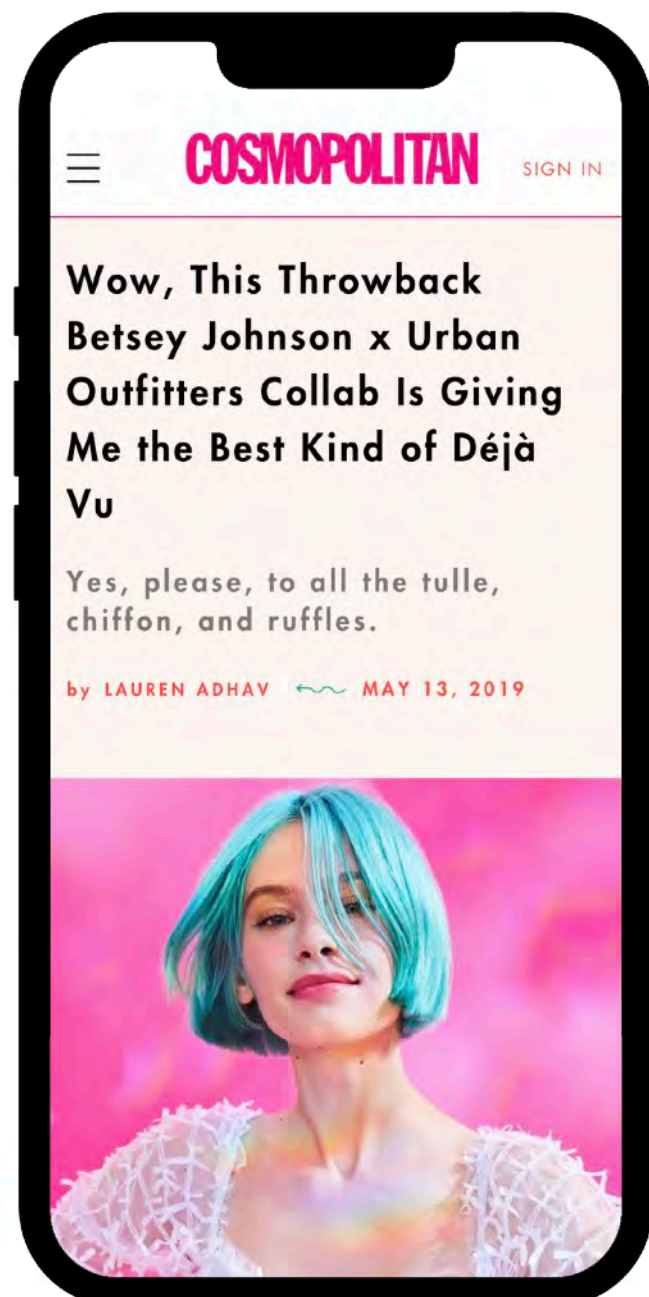
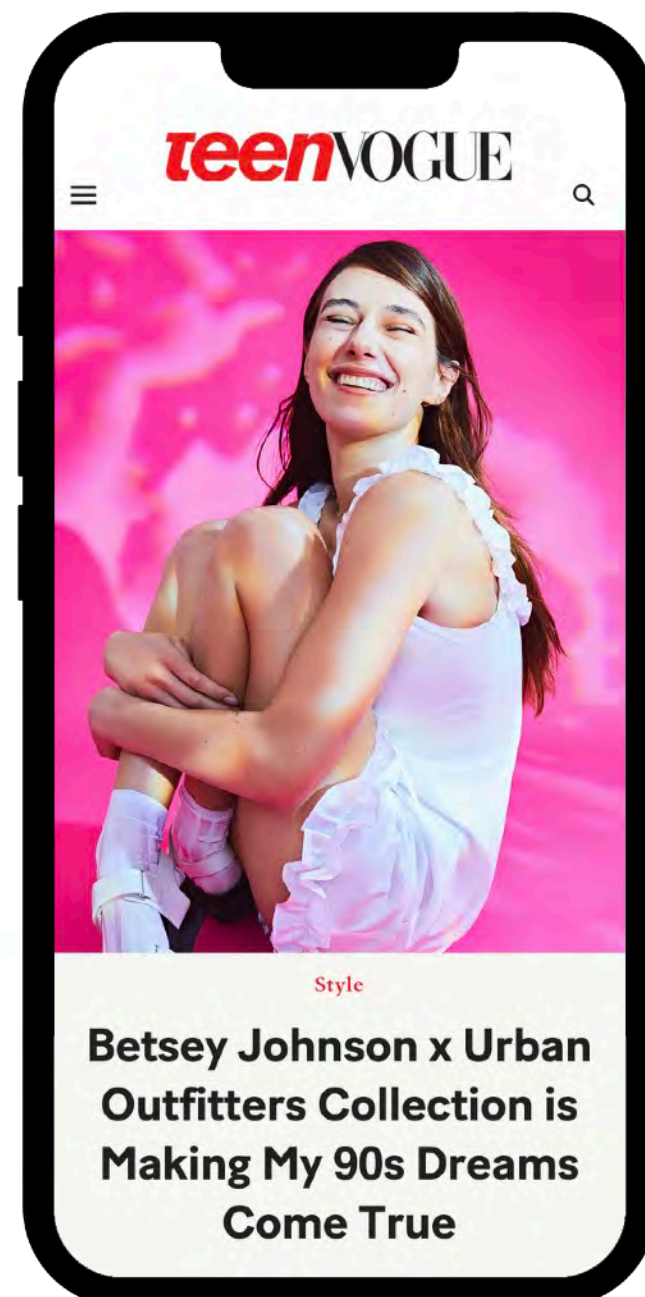
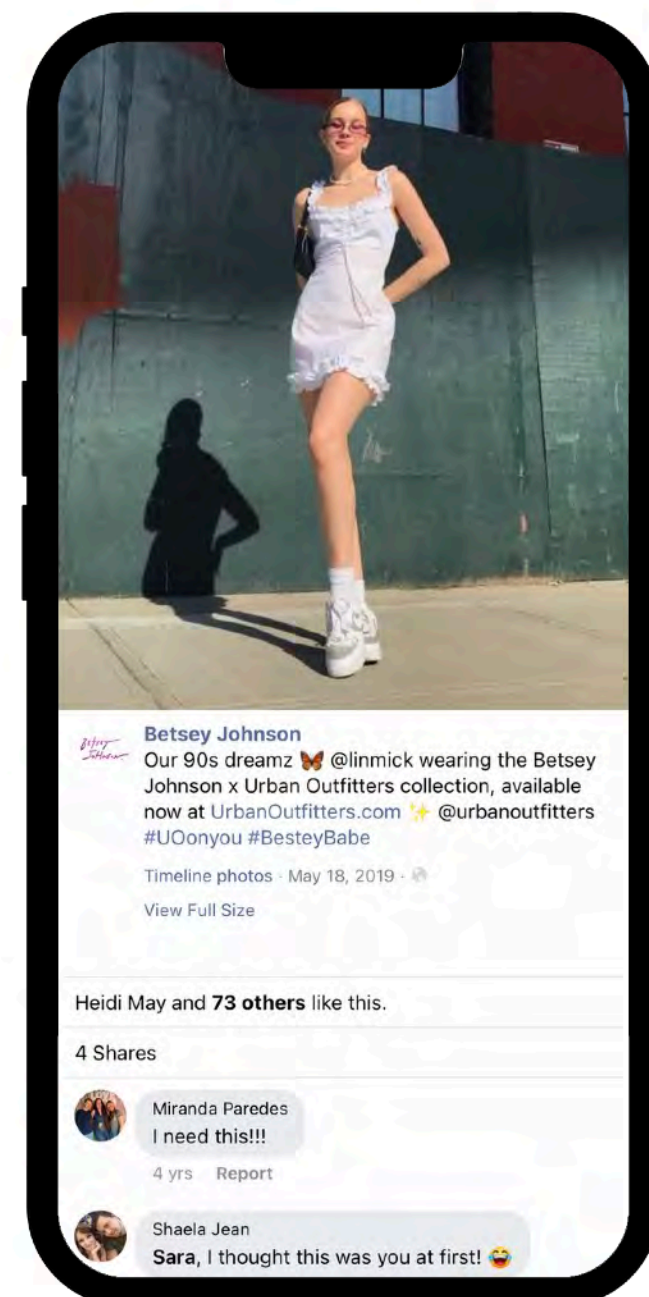
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# BETSEY JOHNSON X URBAN OUTFITTERS

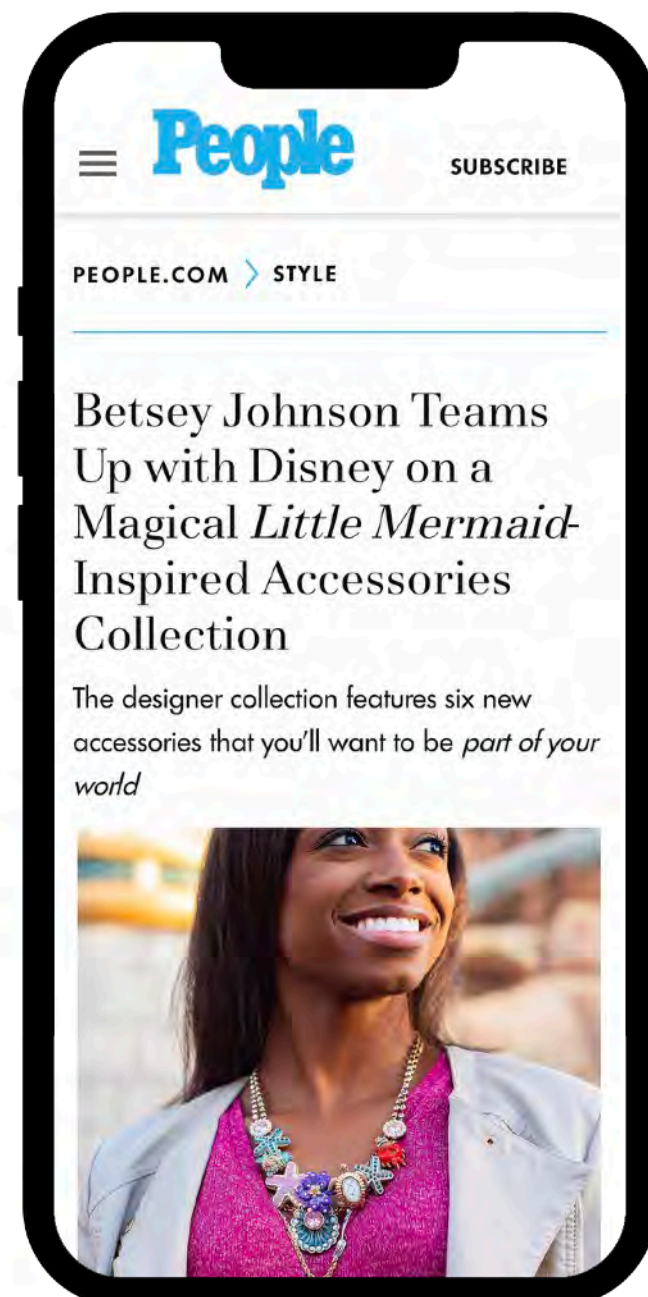
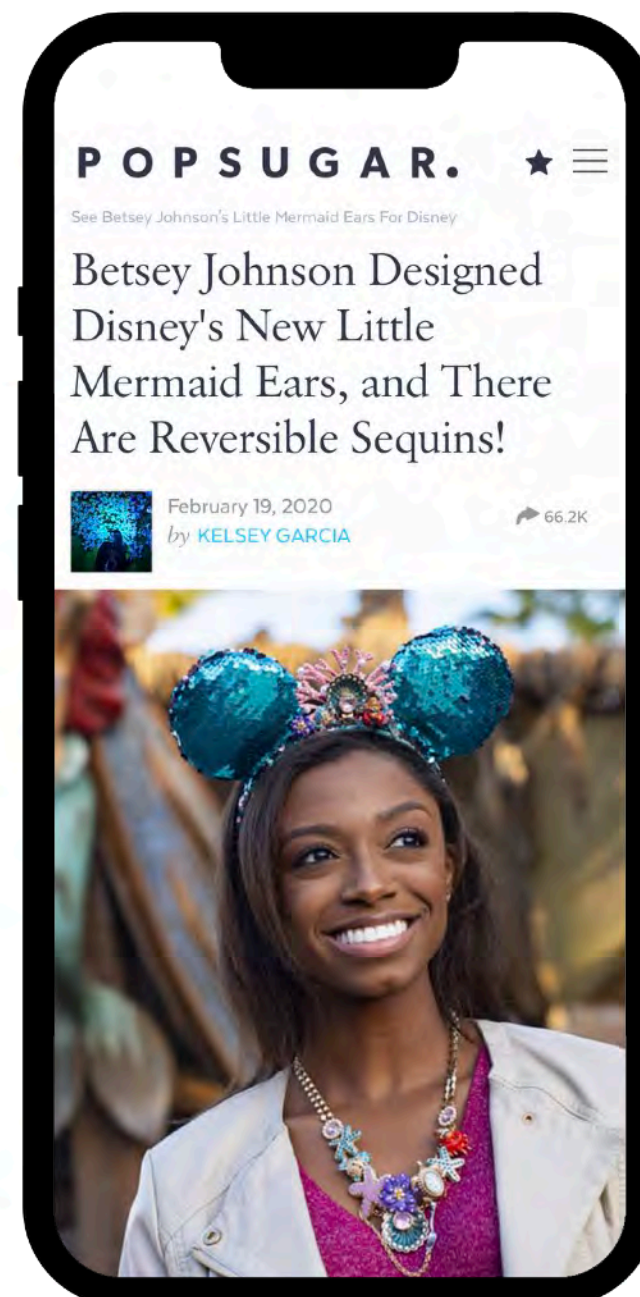
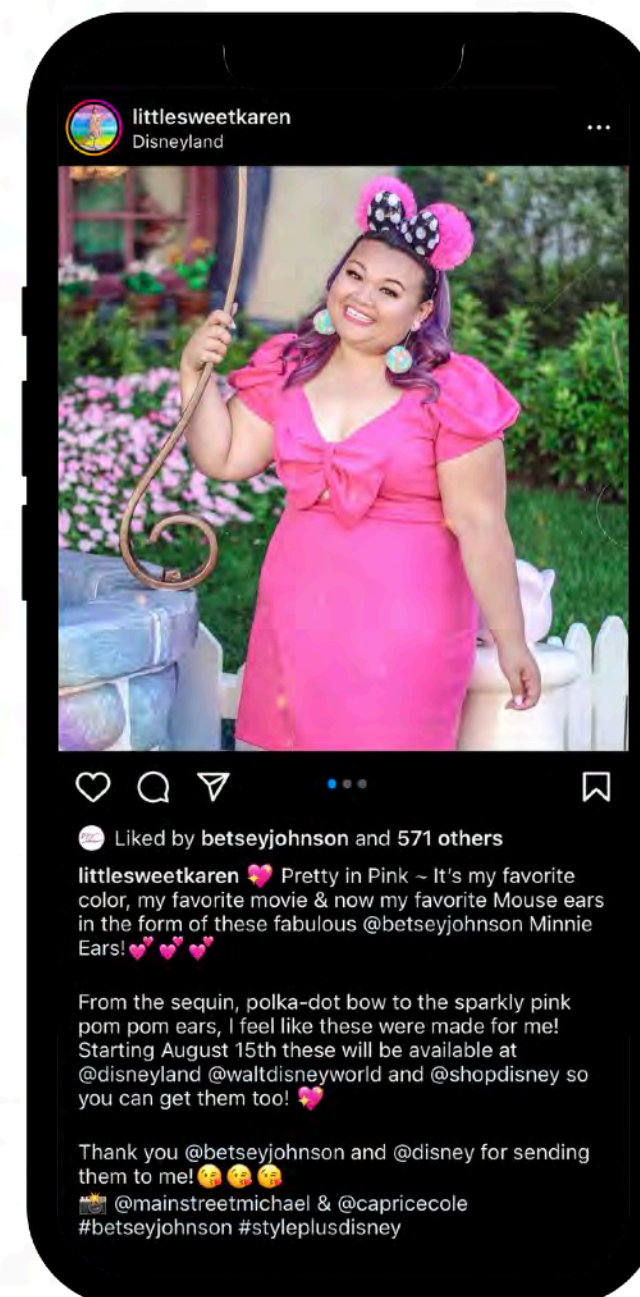
For Spring 2019, Betsey Johnson partnered with Urban Outfitters in an exclusive revival of the brand's Summer '97 runway collection. Blending whimsy and rocker, the edgy-yet-feminine designs included nostalgic silhouettes, adorned with classic Betsey prints and patterns.

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# BETSEY JOHNSON X DISNEY

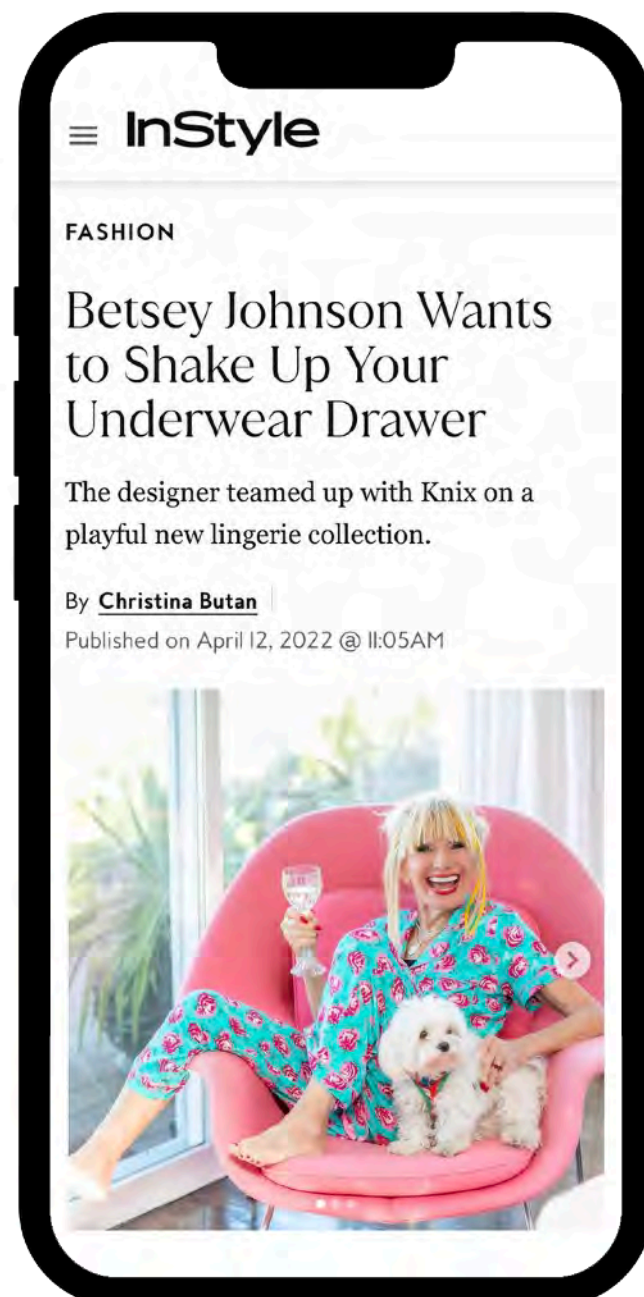
Betsey Johnson made a splash with a line of The Little Mermaid inspired accessories. Loved by Betsey and Disney Parks fans, the collection included whimsical jewelry—like “dinglehopper” fork earrings—and reversible sequin Minnie Mouse ears. Isn’t it neat?

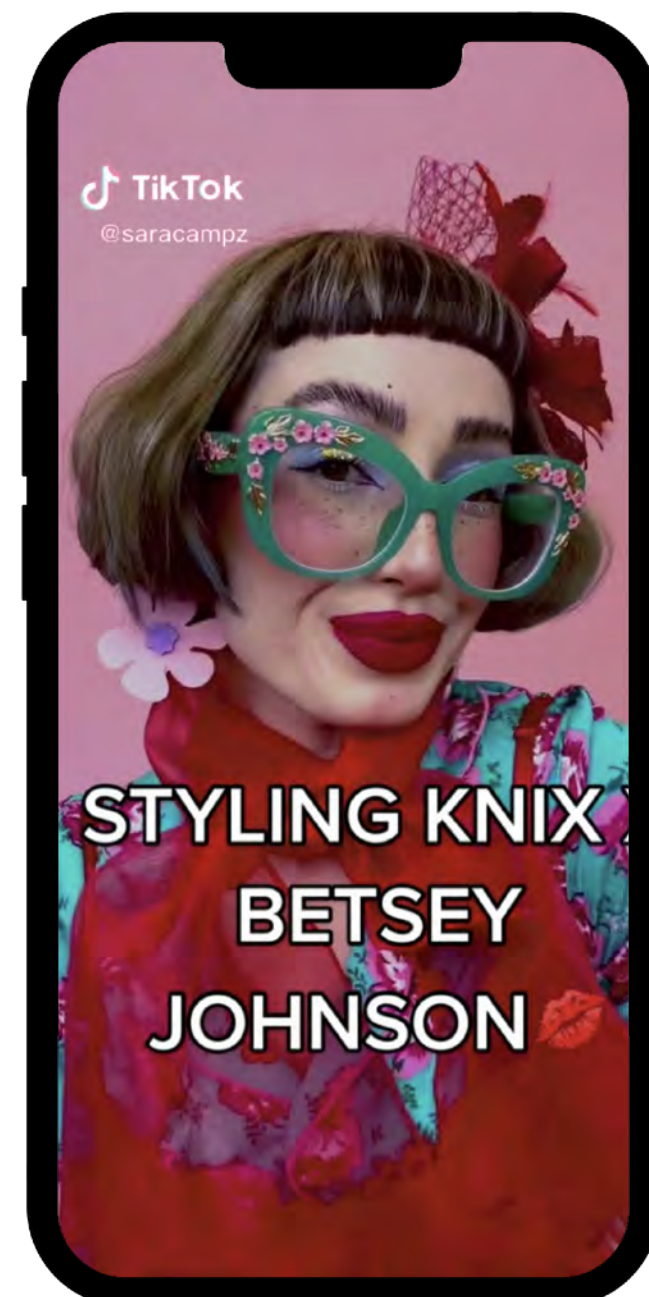

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# BETSEY JOHNSON X KNIX

Our partnership with Knix—the innovative, body-molding, size-inclusive underwear brand—featured 21 styles. Each item, including the brand’s popular underwear, bras, a nightgown, and a pajama set, was available in iconic Betsey Johnson prints.

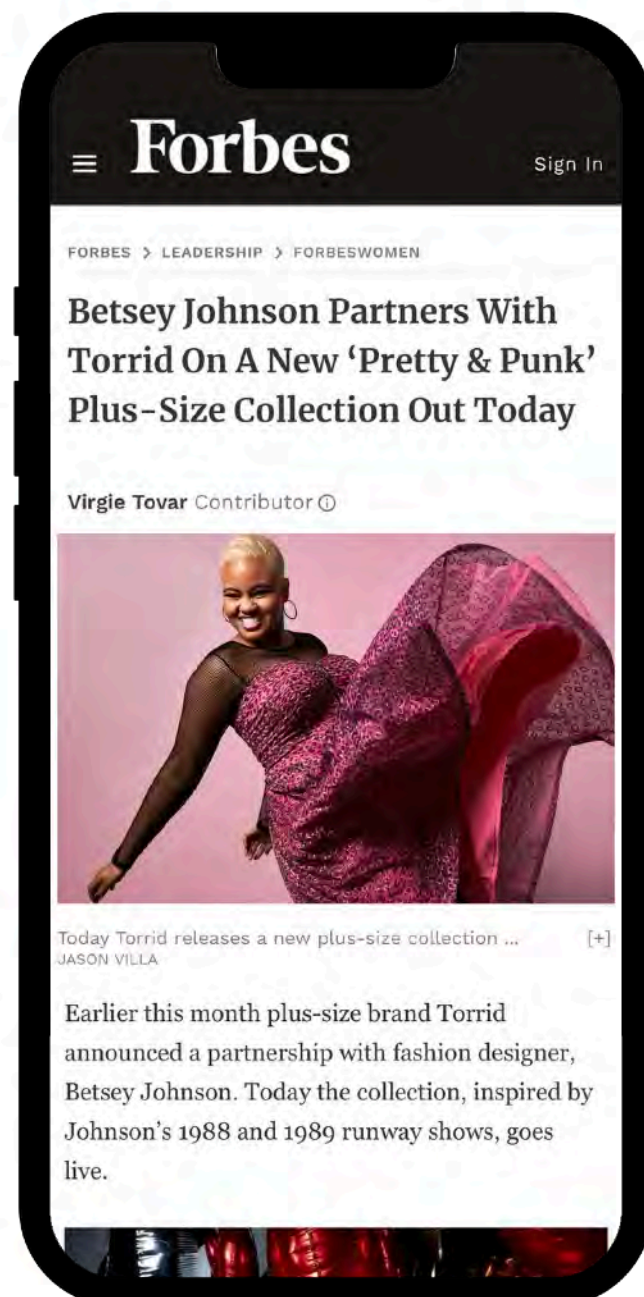

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# BETSEY JOHNSON X TORRID

Liz Muñoz, Torrid CEO, was “obsessed” with Betsey Johnson clothing in high school. “Her mix of pretty and punk was everything to me. There was nothing else out there like Betsey.” The 63-piece line ranged from sizes 10 to 30. It included jewelry, bags, apparel, shoes, and intimates inspired by late 80s Betsey looks. The collection launched on torrid.com and in 200 Torrid locations.

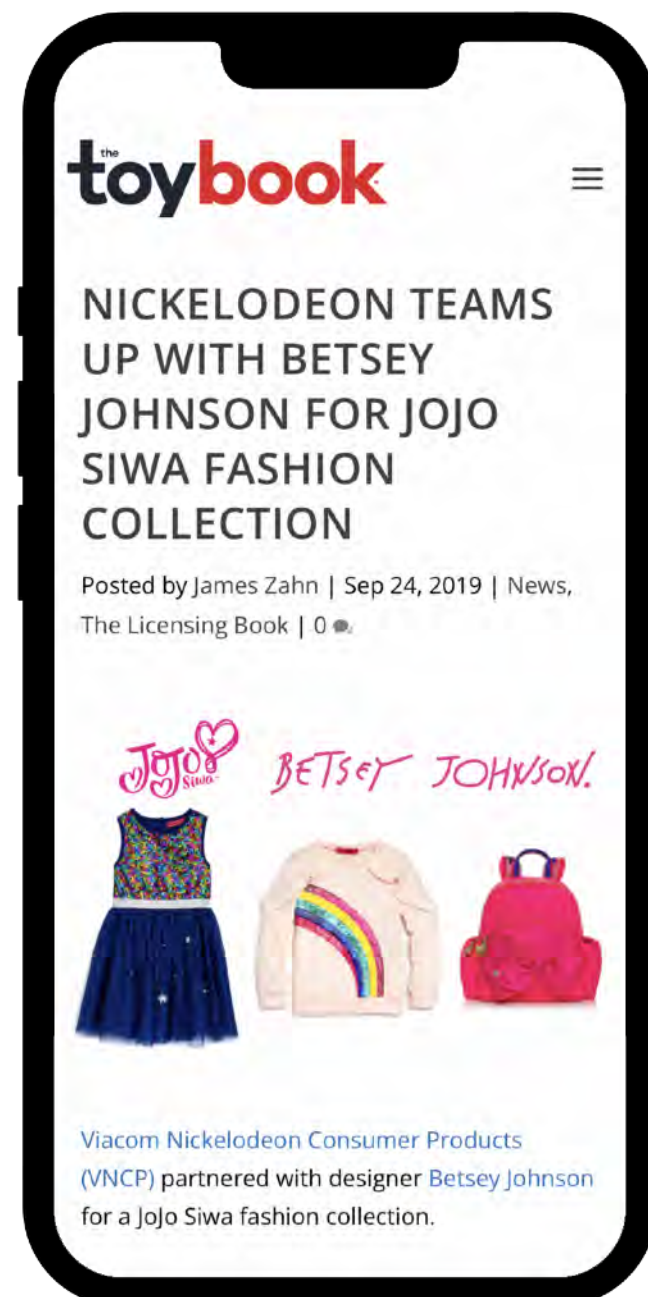

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# BETSEY JOHNSON X JOJO SIWA

Betsey Johnson partnered with JoJo Siwa—the singer, dancer, and social media star—on a 19-piece collection for kids. The apparel and accessory line, a blend of JoJo and Betsey’s signature styles, launched at Bloomingdale’s. Key elements were sequins, patches, and JoJo-esque bows.


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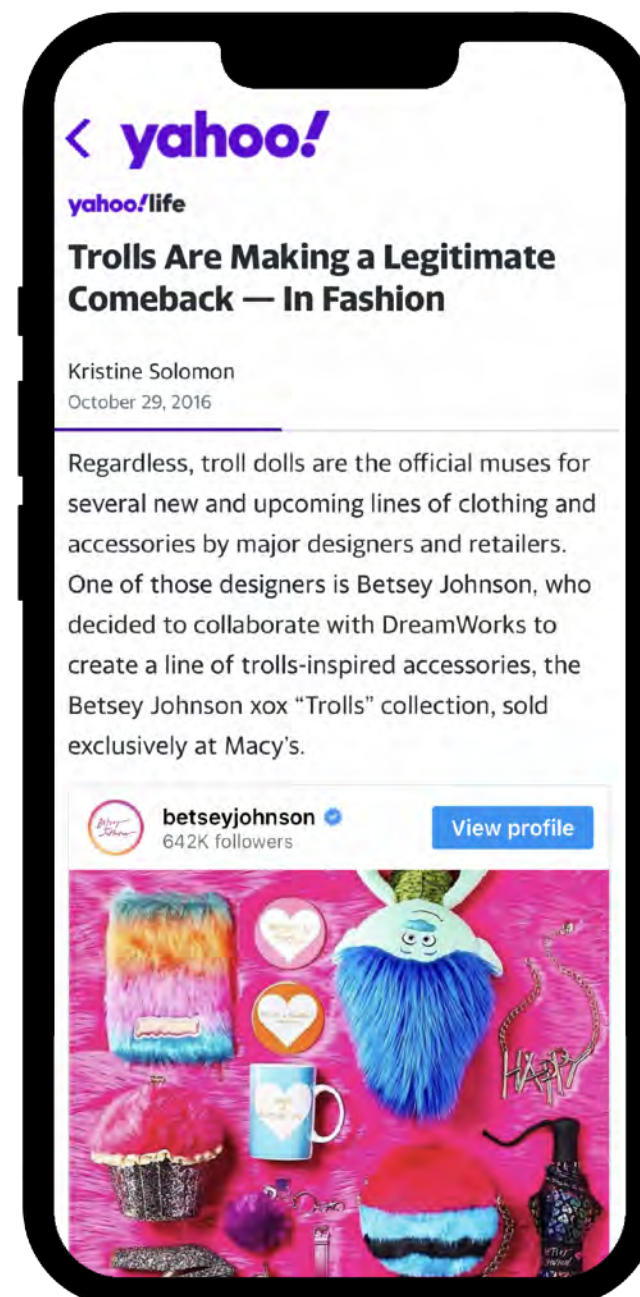



# BETSEY JOHNSON X TROLLS

To celebrate the 'Trolls' movie, Betsey Johnson created a colorful, nostalgic, and—of course—fuzzy collection. The pieces, which launched at Macy's, ranged from \$15-\$140. It included faux fur ear muffs, confetti earrings, heart-embellished looks, and lots of quirky, kitschy fun.



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