



*Gloria Vanderbilt*  
**GV**

Brand Deck

# Our Story



Inspired by a *timeless*  
fashion & beauty icon



is America's original  
designer jean.



Gloria Vanderbilt created the designer jean movement.

We are the first major jeanswear brand  
launched *by a woman, for a woman.*

# 50 years of denim innovation.



1969

Gloria Vanderbilt wins the Neiman Marcus fashion award for her fashion and textile designs.



1976

Gloria Vanderbilt launches the first ever line of designer jeans, designed specifically for women with Mohan Murjani.



1977

Gloria Vanderbilt introduces innovations in denim: stretch jeans, signature pockets, colored denim and the swan icon.



1977 - 1980

10 million pairs of 'The Amanda' jean are sold.



1980

Gloria Vanderbilt launches a teen line, GV Jr., with Debbie Harry starring as the face of the brand.



1993

The Gloria Vanderbilt company is founded by Isaac Dabah and Jack Gross.



2002

The Jones Apparel Group acquires Gloria Vanderbilt Apparel corp.



2005

Gloria Vanderbilt launches top model campaign with Gisele Bundchen, Kate Moss & Daria Werbowy, paying homage to the original designs of the 70's.



2006

'The Amanda', the original slimming jean, becomes the #1 selling style in America.



2016 - 2017

Gloria Vanderbilt exceeds \$300 million in wholesale revenue and is #1 in units sold and launches "We are One" campaign.



2019

Gloria Vanderbilt launches #BeGlorious campaign.



2022

Gloria Vanderbilt launches 'I Have Needs. Fit Them.' campaign featuring Priyanka Chopra Jonas.





# *the* Amanda Jean

over  
**75 MILLION  
PAIRS SOLD**  
since 1993

Gloria Vanderbilt is able to **successfully cross multiple tiers and distribution channels** across North America.

amazon BEALLS belk *Boscov's* JCPenney **KOHL'S** ★macy's

bealls OUTLET. Burlington iROSS QVC *zulily*

BJ's **COSTCO**



# Customer Profile

Enduring brand <b>loyalty</b> .	Embraces her <b>personal style</b> .
Looks for <b>great value</b> without compromising <b>style</b> .	Seeks <b>best-fitting jeans</b> and <b>latest fabric technology</b> .
Wants to <b>look and feel good</b> .	<b>Timeless</b> with a <b>modern sensibility</b> , looking for “what’s next” in fashion.
Focuses on <b>exceptional fabrics</b> and <b>comfort</b> .	Loves <b>color</b> and <b>embellishments</b> .



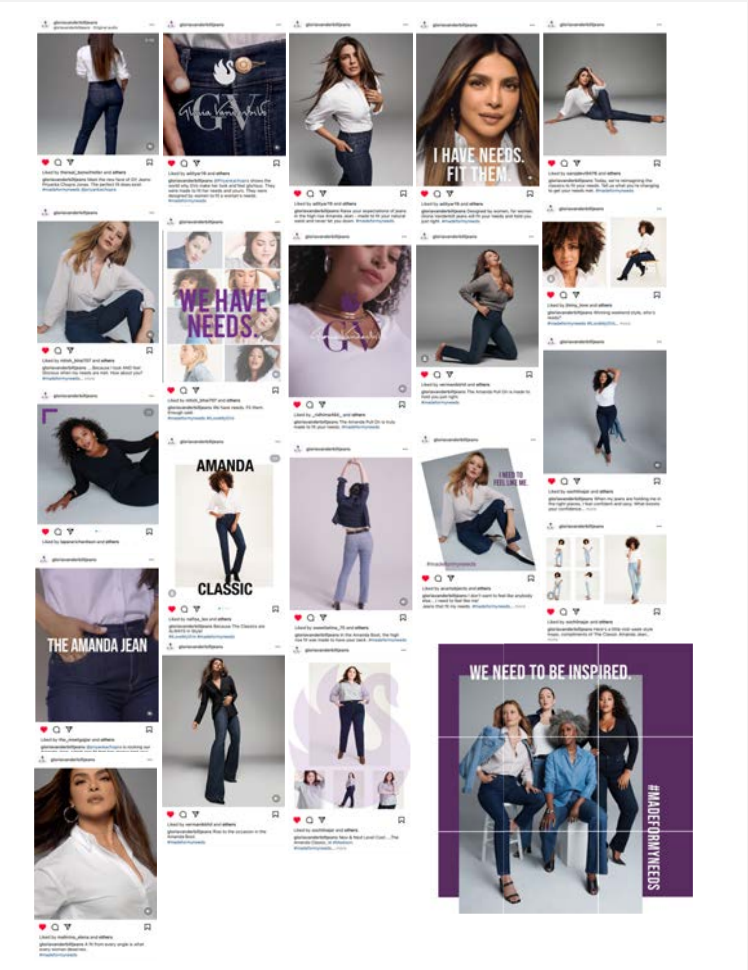


# Marketing



# Fall 2022 Marketing Campaign Highlights

## Social



## Press

Over **170 earned media placements**, totaling **1 billion impressions**.



**Priyanka Chopra Jonas on Her New Gloria Vanderbilt Campaign and Her Focus on Giving Back**

Priyanka Chopra Jonas is very particular about the companies she'll work with. The actress, author and philanthropist has been a longtime ambassador for UNICEF, works with Max Factor and created her own hair care brand, Anomaly, that is free of harmful chemicals and packaged in recycled bottles. And on Aug.

[READ MORE](#)



**Priyanka Chopra Says Her Perfect Jean Is One That Fits Her, Not The Other Way Around**

The actress, who stars in Gloria Vanderbilt Jeans' newest campaign, shares what she looks for when shopping for denim, along with how she'd style three tricky pairs.

If there's one thing Priyanka Chopra will never do, it's sacrifice comfort for style.



[READ MORE](#)



**Priyanka Chopra Reveals Why She Loves Gloria Vanderbilt Jeans: 'They Fit My Needs'**

Good jeans! Priyanka Chopra looks great in everything, but it's denim that makes her feel most confident these days, and not just any old dungarees. The actress is the new face of Gloria Vanderbilt Jeans and she dished to Us exactly why she chose to partner with the brand.

[READ MORE](#)



**PRIYANKA CHOPRA JONAS TALKS NEW GLORIA VANDERBILT CAMPAIGN**

Priyanka Chopra Jonas shares favorite pieces from her new collection with Gloria Vanderbilt jeans and reveals which fellow fashionable celebs inspire her. Listen!

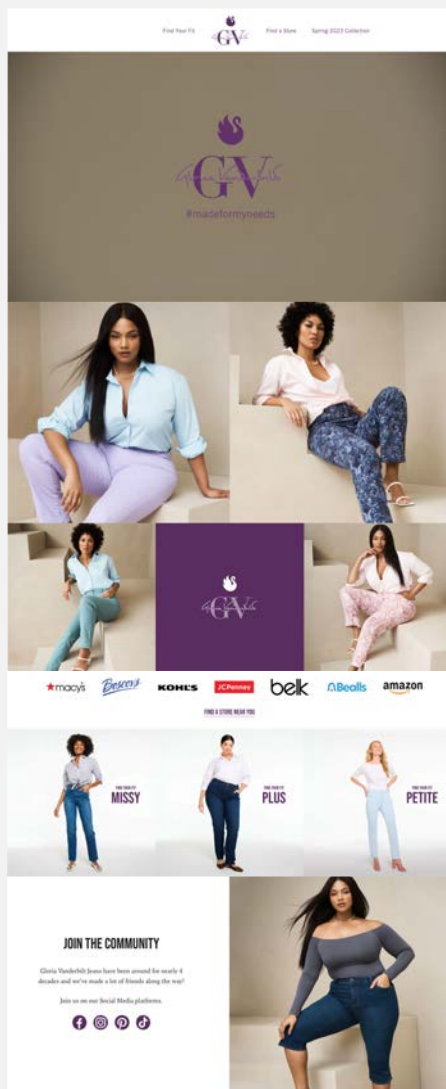
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# 2023 Marketing

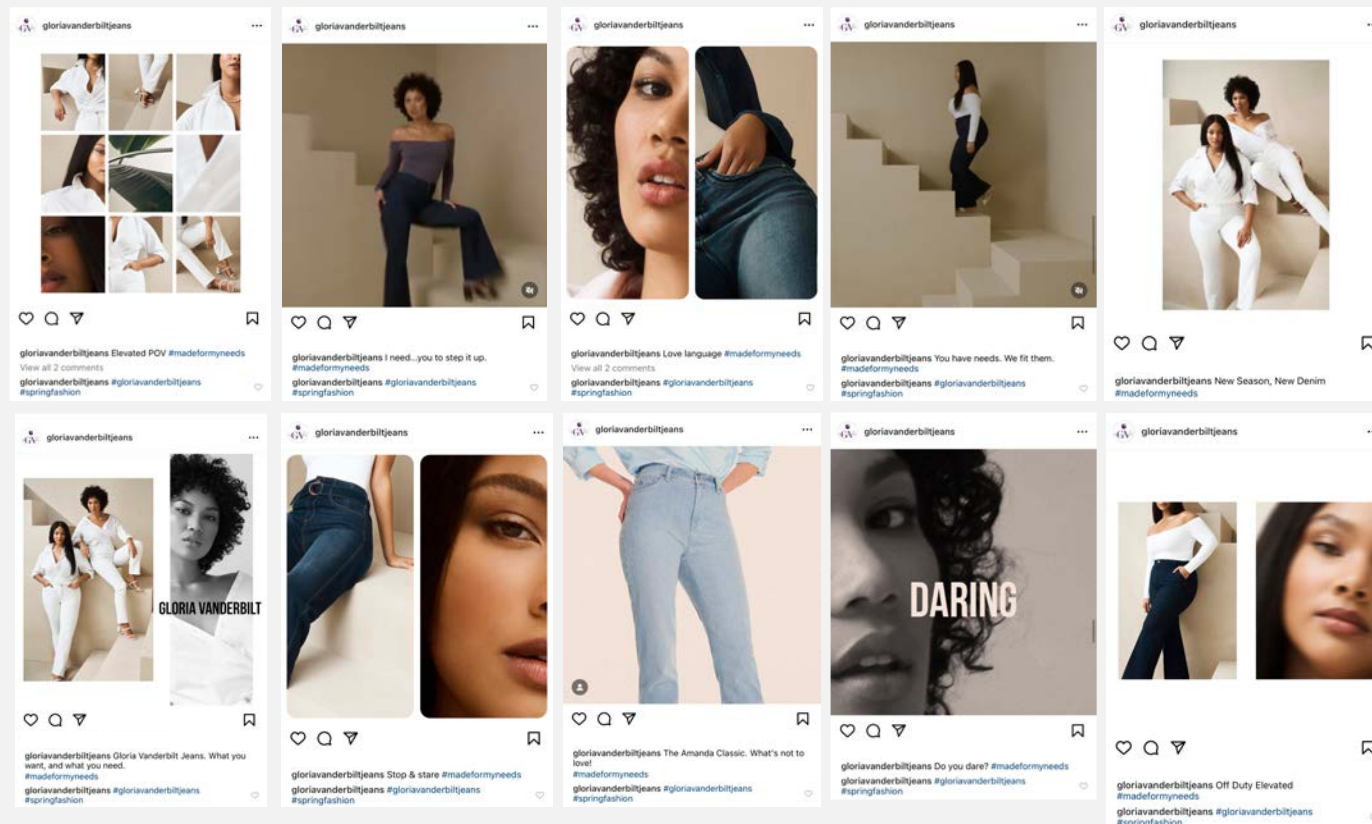
## Brand Website

[www.gloria-vanderbilt.com](http://www.gloria-vanderbilt.com)



## Social

We continue to use Social Media to further our campaign stories and connect with brand fans.



# 2023 Advertising

## Paid Social

gloriavanderbiltjeans  
Sponsored



I HAVE NEEDS. FIT THEM.

Shop Now

120 likes

gloriavanderbiltjeans What makes Gloria Vanderbilt jeans the best fitting jeans in America? They were made to fit a woman's needs. [#madeformyneeds](#)

Ad



I HAVE NEEDS. FIT THEM.


Shop Now

27 likes


gloriavanderbiltjeans Take your jeans to the next level. [#madeformyneeds](#)

## Search

Sponsored

gloria-vanderbilt.com


<https://www.gloria-vanderbilt.com/amanda/jeans>




Official Site - Gloria Vanderbilt Amanda Jeans

Jeans that never let you down. Shop now. Feel glorious in jeans that were made for your body. Refresh your wardrobe with GV. Designed by a Woman. You Have Needs. Fit Them. High-Rise or Pull-On. For All Shapes. Made for Your Body....

Ad · <https://www.gloria-vanderbilt.com/official/site>

Gloria Vanderbilt Jeans © - Official Site

Raise your expectations of jeans in the high-rise Amanda Jean. Fits your natural waist. GV Jeans were designed by a woman to fit a woman's needs. Find your fit & and shop now. You Have Needs. Fit Them. Made for Your Body. For All Shapes....







**For Licensing Inquiries:**

**THE B<sup>R</sup>AND LIAISON**  
OPENING DOORS. CLOSING DEALS.

**Steven W. Heller**

Tel: (855) 843-5424

Cell: (561) 302-7838

Steven@TheBrandLiaison.com

**Karen Diamond**

Tel: (855) 843-5424

Cell: (201) 310-2798

Karen@TheBrandLiaison.com

[www.TheBrandLiaison.com](http://www.TheBrandLiaison.com)