JEANSWEAR BRANDS LICENSING
Gloria Vanderbilt

Gloria Vanderbilt is America’s original designer jean. The brand started in 1976 between Gloria Vanderbilt and designer Mohan Murjani. It was known for its fit, signature Gloria Vanderbilt embroidery, and swan logo. Gloria Vanderbilt has sustained the test of time and is still one of the largest denim brands in North America. Today, the brand encompasses a wide range of fits, quality fabrics, and updated washes and details. The brand is known for its best in class fit and colored bottoms, and has expanded beyond denim and bottoms to include jackets, knits, and woven tops. Most well known for the Amanda Jean – America’s original slimming jean.

Gloria Vanderbilt is available at:
Amazon, Beall’s, Beall’s Outlet, Belk, BJ’s, Bon-Ton, Boscov’s, Burlington, Costco, Fred Meyer, JC Penney, Kohl’s, Ross, Sears, Sears Canada, Shopko, Stage Stores
THE STORY

WHO SHE IS?

- Age: 30+
- Enduring brand loyalty
- Embraces personal style at any age
- Looks for great value without compromising style
- Seeks fit solutions and latest fit technology to make her look and feel her best
- Ageless with a modern sensibility, looking for “what’s next” in fashion
- Focus on exceptional fabrics and trend-right washes
- Loves color and embellishment

THE MISSION

STATEMENT

Beautiful at any age, the Gloria Vanderbilt lifestyle brand provides great value and styles for the fashion-conscious woman. The perfect fit, quality fabrics, updated washes and creative styling are the essence of this timeless brand.

COMPETITIVE BRANDS

- Levi’s
- Dockers
- Lee
- Sonoma and other private labels

ASPIRATIONAL BRANDS

- NYDJ
- White House Black Market
- J. Crew
- Lucky
- Loft
- INC.
- Ralph Lauren
- Chico’s
L.E.I.
L.E.I. stands for life, energy, intelligence. L.E.I. encompasses Junior’s and Girl’s jeanswear. Denim is the heart and soul of the brand, led by best in class fits, innovative fabrics, and trend-forward washes. Knit, woven tops and denim jackets easily complement the bottoms. L.E.I. creates accessible, on-trend product that women and girls of all ages love.

L.E.I. is available at:
Walmart
LEI | Brand DNA

THE STORY

WHO SHE IS?
Juniors: 15-35 | Girls 6-12

The L.E.I girl is the ultimate ‘value seeker’ that wants current fashion made accessible.

She’s the girl next door and her all-American style is casual, comfortable with attention to current trends. She’s fun, flirty, and likes to wear understandable of the moment fashion.

Celebrity Style Influence: Taylor Swift, Selena Gomez, Vanessa Hudgens, Demi Lovato, Lucy Hale, Melissa Benoist.

TV Style Influence: Glee, Modern Family, Pretty Little Liars, Vampire Diaries.

THE MISSION

STATEMENT

L.E.I. stands for life, energy, intelligence. We stay true to our name with a feminine perspective that is creative, beautiful, and down to earth sexy. We are crazy about denim - it is the heart and soul of our brand. We are all about mixing classic denim styling with feminine tops. We use innovative fabrics and great fits to create accessible yet extraordinary products that women and girls love.

COMPETITIVE BRANDS

• Jordache
• No Boundaries
• Red Rivet
• Ocean Pacific

• Hard Candy
• Arizona
• Decree
• Mossimo

• Forever 21
• H&M
• Candies
• Mudd

SO Jeans
Wallflower

ASPIRATIONAL BRANDS

• Delia’s
• American Eagle
• Urban Outfitters

• Splendid
• Abercrombie & Fitch
• Rag & Bone

• Guess
• Free People
Energie
Energie is a knit and activewear brand inspired by the vibrant, and ever changing lifestyle of its Junior customer. The Energie customer is playful, feminine, and experiments with trends that work with her personal style. The brand offers on-trend active wear and key item tops at a compelling price value equation.

Energie is available at:
Macy’s, Shopko
THE STORY

WHO SHE IS?
Juniors: 15-35  |  Girls 6-12

The Energie girl is the easy-going girl next door who prefers comfortable and easy-to-maintain clothes. She is playful, feminine & experiments with trends that work with her personal style.

No need to spend hours coming up with the perfect outfit, her feminine all-American style defines her natural flare.

Celebrity style influence: Lucy Hale, Vanessa Hudgens, Selena Gomez, Jennifer Lawrence, Sarah Hyland, AnnaSophia Robb, Nina Dobrev & Zendaya

She spends 60% of her day consuming media-social networking, surfing the web, listening to music, watching TV and online shopping.

Social Media: Tumblr, Blog influences: Fashion Toast, Vlogger influence’s: MacBarbie07

THE MISSION

STATEMENT
Energie is inspired by the vibrant & ever changing lifestyle of our consumer. We are a junior key item brand that offers on trend products with a compelling price value equation. Energie reflects an effortless style including key items, fashion tops, layering piece’s & denim. A junior brand defined by attitude not age.

COMPETITIVE BRANDS
- Rewind  
- Celebrity Pink  
- Forever 21  
- H&M
- Self Esteem  
- PL brands  
- GoldenTouch  
- Celebrity Pink
- American Eagle  
- Derek Heart  
- Pink Rose  
- Eyeshadow Wallflower

ASPIRATIONAL BRANDS
- Free People  
- Abercrombie & Fitch  
- Urban Outfitters  
- Brandy Melville,  
- Zara
Bandolino

Distinctive, updated details, femininity, and flawless fit are the signatures of the Bandolino brand. Bandolino is a feminine jeanswear brand known for its exceptional denim fit, innovative fabrics, and trend-right washes. Sophisticated knits, woven tops, and jackets that work back to the denim round out the product assortment. Bandolino is an accessible department store brand providing refreshing options for the fashionable missy consumer.

Bandolino is available at:
Beall’s, Belk, Bon-Ton, Boscovs, Sam’s Club, Sears Canada,
THE STORY

WHO SHE IS?
• Age: 30+
• Trend-driven
• Seeks fashionable offerings
• Looks for exceptional fit with built-in slimming technology
• Expects great value, incredible details and quality
• Sophisticated yet casual femininity
• Desires stylish comfort for an updated, put-together look
• Signature fit and washes
• Modern updated woman who buys our versatile clothes for all aspects of her life

THE MISSION

STATEMENT
Distinctive, updated details and flawless fit are the signature of the Bandolino lifestyle brand. Emphasizing sophisticated fabrics and trend-right washes, this price-value department store brand provides refreshing options for the fashionable consumer.

COMPETITIVE BRANDS
• Levi’s
• INC
• Lee
• Style & Co.

ASPIRATIONAL BRANDS
• Sanctuary
• Michael Kors
• Kut from the Kloth
• JAG
• NYDJ
• Lucky
• Alfani
Vintage America Blues

Vintage America Blues encompasses the spirit and attitude of a bohemian lifestyle. The brand is built on the ideals of a natural, easygoing, romantic sensibility. Vintage America Blues is a better missy jeanswear brand with a foundation of great fitting denim bottoms in advanced fabrics with premium washes. Feminine, casual woven, knit tops, sweaters and jackets work back to the denim. In Fall 2016, Vintage America Blues launches plus sizes.

Vintage America Blues is available at:
Amazon, Beall’s, Belk, Bon-Ton, Boscov’s, Macy’s, Sam’s Club, Sears Canada, Stage, TJX
THE STORY

WHO SHE IS?
• She’s a bohemian at heart with a modern sensibility.
• She’s eclectic but does not lose her femininity
• She’s eccentric yet confident.
• She has great eyes for vintage, yet knows how to mix and match with sophistication.
• She stays current in her own refined attitude.
• She is Vintage America Blues

THE MISSION

STATEMENT
Vintage American Blues is a modern casual lifestyle brand for an eclectic and ageless woman. The brand roots itself in a mix of vintage inspired silhouettes with a modern and a relaxed feminine attitude

COMPETITIVE BRANDS
• Lucky Brand Jeans
• DKNY Jeans
• Calvin Klein Jeans
• Kut from the Kloth
• Democracy
• Miss me

ASPIRATIONAL BRANDS
• Isabel Marant
• Anna Sui
• Rodarte
• Haute Hippie
• AG Jeans
• Joie
• Anthropologie
• Current Elliott
• Free People
Black Daisy
Black Daisy is the next It brand in denim, merging fashion-forward design with detailed craftsmanship and best-in-class fit at an amazing value for young women everywhere. Featuring country music duo, Maddie & Tae

Black Daisy is available at:
Macy’s, Belk, Bonton, JC Penney, Stage, Shopko
Licensing Contact

THE BRAND LIAISON

Steven W. Heller
Tel: (855) 843-5424
Cell: (561) 302-7838

Karen Diamond
Tel: (855) 843-5424
Cell: (201) 310-2798

www.TheBrandLiaison.com