

Juicy Couture

MEDIA KIT

2023



Juicy Couture

Under the direction of Creative Director Jamie Mizrahi, Juicy Couture is dedicated to finding the couture in everyday life through something special in each design. Juicy Couture is a casual luxury brand creating athletic and lifestyle apparel for women and girls, as well as shoes, fragrances, accessories, home decor and more.

Starting in 1995 as a women-owned small business in Los Angeles, Juicy Couture is now a global leader that has set the standard for women's leisure wear. Juicy Couture is best known for creating a phenomenon in the 2000s with their iconic staple piece, the Juicy tracksuit, which every it girl of the decade wore.

Juicy Couture was acquired by Kate Spade & Company, formerly known as the Liz Claiborne fashion company, in 2003. Later purchased and now owned by the Authentic Brands Group LLC. The company employs 460 employees.

Juicy Couture is available in approximately 200 Juicy Couture Stores, Juicy Couture Outlet Stores and select department stores in approximately 60 countries throughout North America, Europe, Asia, Latin America, Africa and the Middle East. It offers a secondhand marketplace called 'Rejuiced' online.

Juicy Couture frequently collaborates with other brands and has an exclusive 'black label' clothing line.

Social Media Information:

Instagram - @juicycouture

Twitter - @juicycouture

Facebook - @juicycouture

TikTok - @juicycouture

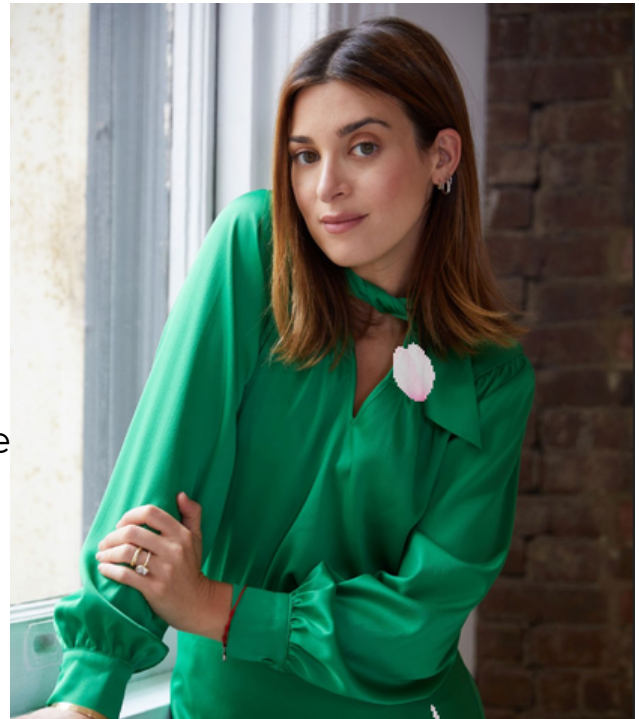
CREATIVE DIRECTOR PROFILE

Jamie Mizrahi



Jamie Mizrahi, 34, is Juicy Couture's creative director. She has been sporting Juicy Couture since her childhood days. Before being appointed as the director, Mizrahi worked as a consultant for Juicy Couture. Since her appointment to creative director in 2017, Mizrahi has given an update to the iconic Juicy tracksuit and expanded the athleisure category with new options. Her first collection made its debut for spring 2018.

She is best known for her work as a celebrity stylist for A-list stars such as Kate Upton, Katy Perry and Britney Spears. She first started worked as a stylist for Elizabeth Sulcer, then later worked at Vogue. She grew up as part of the original Juicy crowd, being friends with socialites like Paris Hilton and Nicole Richie, who popularized the Juicy tracksuit in the early 2000's. Under Mizrahi's direction, Juicy Couture has thown it back to the past with a new modern flair.



Juicy Couture

Background:	Juicy Couture is a casual luxury brand featuring athletic and lifestyle apparel for women and girls, as well as shoes, fragrances, accessories, home decor and more.	
Mission:	Juicy Couture strives to find the couture in everyday life with something special in each design.	
Founding:	Established in 1995 as a women-owned small business in California	
Acquisition:	Acquired by Kate Spade & Company, formerly known as the Liz Claiborne fashion company, in 2003. Later purchased and now owned by the Authentic Brands Group LLC.	
Market Areas:	Juicy Couture is available in approximately 200 Juicy Couture Stores, Juicy Couture Outlet Stores and select department stores in approximately 60 countries throughout North America, Europe, Asia, Latin America, Africa and the Middle East.	
Products:	Product lines include apparel in the categories of women, girls and baby, as well as handbags, shoes, intimates, swimwear, fragrance, accessories, jewelry and home decor.	
Headquarters:	12723 Wentworth Street Pacoima, CA 91331 (818) 767-0849	
Officers:	Jamie Salter Nick WoodHouse Jessica Holscott	<i>Chief Executive Officer</i> <i>President and Chief Marketing Officer</i> <i>Chief Financial Officer</i>
Employees:	460	
Media Contact:	Keri Marable Communications Director (215) 334-9712 kerimarable@juicycouture.com	

FOR IMMEDIATE RELEASE

Feb. 23, 2023

Juicy Couture

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Juicy Couture announces Juicy x Teen Vogue collection

LOS ANGELES – On Feb. 17, Juicy Couture announced their upcoming collection in collaboration with Teen Vogue at their campaign launch party. The collection includes looks inspired by the early 2000s—a throwback for Gen-Zers and millennials feeling nostalgic and wanting to relive their Y2K fantasies.

The comprehensive campaign for this collection coming out in the spring features photo shoots, social media posts, and pop-up shop appearances of partnered influencers like Ariana Grande, Kylie Jenner and Paris Hilton.

Teen Vogue's May issue will have exclusive insight into and center around the Juicy x Teen Vogue collection with feature profile articles on each of our partnered influences and their favorite Y2K throwback memories. Teen Vogue will be implementing a coordinating social media campaign with posts promoting the collection.

"The young adults of today are missing the simplicity of yesterday. They are looking back to their childhoods and thinking of who they used to look up to. What those people used to wear. Juicy Couture was iconic in the early 2000s. Every 'it girl' of that decade had a juicy tracksuit," said Editor in Chief of Teen Vogue Verma Sharma. "We at Teen Vogue are excited to showcase this collection that brings a blast from the past into the limelight of the future."

The campaign will also include a way for those who buy the collection to easily share what they get with others across social media using the hashtag #JuicyxTV. Juicy Couture will hold raffles and giveaways on their social media for those who use the hashtag or like, share and comment on Juicy Couture or Teen Vogue's promotional posts.

More information about the collection is available at JuicyCouture.com/JuicyxTV.

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About [Juicy Couture](#)

Juicy Couture is a casual luxury brand featuring athletic and lifestyle apparel for women and girls, as well as shoes, fragrances, accessories, home decor and more. Starting as a women-owned small business in 1995, Juicy Couture is now a global leader that has set the standard for women's leisure wear. Juicy Couture is best known for creating a phenomenon in the 2000s with their iconic staple piece, the Juicy tracksuit. Follow @juicycouture on Instagram, Facebook and Twitter.

FOR IMMEDIATE RELEASE

April 24, 2023

Juicy Couture

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Juicy Couture reveals new online resale store at launch party

LOS ANGELES – On April 23, Juicy Couture hosted a launch party to announce and celebrate their new online resale store, Rejuiced. Rejuiced provides a way to buy and sell vintage Juicy items in an online marketplace in partnership with the company Recurate.

The party included appearances from influencer guests like Internet Girl, HopeScope and the iconic Paris Hilton who worked with Juicy to present pop-up displays of their own vintage Juicy collections, which are feature for sale on the Rejuiced section of Juicy's website.

Recurate, a leader in circular economy technology, held an auction at the party and matched the highest bid on one of Hilton's vintage Juicy tracksuits to donate to the nonprofit Fashion Revolution. "We are thrilled to partner with Juicy Couture on the launch of their pre-owned marketplace, Rejuiced," said Adam Siegel, co-founder and chief executive at Recurate.

"Juicy Couture is an iconic casual luxury brand with a rich heritage and reputation for quality design. The launch of Rejuiced provides the brand with the opportunity to extend the lifetime of their products while at the same time providing their customers with a streamlined resale process."

Chief Communications Officer and Executive Vice President of Marketing at Juicy Couture parent company Authentic Brands Group Natasha Fishman said "Circular fashion is important to Juicy consumers, and we are incredibly pleased to partner with Recurate's best-in-class platform to bring resale to the world of Juicy."

To learn more about the online resale store, visit juicycouture.com/collections/rejuiced.

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About [Juicy Couture](#)

Juicy Couture is a casual luxury brand featuring athletic and lifestyle apparel for women and girls, as well as shoes, fragrances, accessories, home decor and more. Starting as a women-owned small business in 1995, Juicy Couture is now a global leader setting the standard for women's leisure wear. Follow @juicycouture on Instagram, Facebook and Twitter.

Resale on the rise: the new way to get your look for less
Jamie Mizrahi

Gone are the days of paying full price for your Juicy tracksuits.

Retail's fastest growing category, second-hand fashion, gives shoppers a sustainable way to get their looks for less and Juicy Couture, like many other brands, is jumping on the trend. Resale and thrifting has taken over the internet. Shoppers today concerned with sustainability and getting hard-to-find items that cost a fraction of retail price have turned to websites like ThreadUP, apps like Depop or the marketplace section of Facebook, creating a spike in recommerce—the selling of previously worn clothes.

Market research firm GlobalData and ThredUp found in their 2022 resale report that the secondhand clothing market in the United States is growing 16 times faster than traditional retail. It is estimated to grow 127% and be worth more than double that of the trend of yesterday, fast fashion, at \$82 billion by 2026.

Secondhand fashion may have been a faux-pas of the past (maybe you too were also made fun of when you were younger for your mom taking you shopping at thrift stores to save on money instead of buying name brands at the mall), however, ThredUp's report showed that in 2021, 244 million consumers said they have or are open to shopping secondhand products.

More so, second-hand fashion has become the first option of choice for many people, as GlobalData and ThredUp's resale consumer survey found 41% of consumers say when they shop for apparel, secondhand is the first place they look.

Younger generations are jumping on the secondhand trend, with 62% of Gen Z and Millennials saying they look for an item secondhand before purchasing it new and 46% of Gen Z and Millennials saying they consider the resale value of a retail item before purchasing, according to ThredUp's 2022 report.

While thrifting at thrift stores has always been a savings-savvy way to find clothes for less, the digital age has taken secondhand shopping to a whole new level. GlobalData and ThredUp's resale consumer survey found that 70% of consumers say it is easier to shop secondhand than it was five years ago with the help of digital devices and online marketplaces.

The internet has been the driving factor behind the rise in resale's value. Online secondhand shopping is expected to grow nearly four times by 2026 and 50% of total secondhand dollars will come from online resale by 2024, according to ThredUp's 2022 report.

Brands are now getting in on the secondhand fashion trend by opening up resale shops. Luxury brands like Gucci are launching high-end consignment online stores, ASOS has allowed secondhand clothing on its ASOS marketplace, and Levi's has launched its own resale site called Levi's Secondhand. This aligns with the 45% of Gen Z and Millennials that say they're more likely to shop with brands that offer secondhand clothing as well as retail inventory.

"While the last 10 years were dominated by marketplaces, brands and retailers are driving the next wave of secondhand. In fact, brands with their own resale shops increased 275%, from eight in 2020 to 30 in 2021. We are still in the very beginning of this trend, but the acceleration of resale adoption is a positive signal with enormous benefits for the planet," said thredUP Co-Founder & CEO James Reinhart in the ThreadUp 2022 resale report.

Juicy Couture is a casual luxury brand featuring athletic and lifestyle apparel for women and girls, as well as shoes, fragrances, accessories, home decor and more. Juicy Couture has always been a popular brand with a cult following, especially in the second-hand market, more so now than ever with the rise of resale and Y2K fashion online.

Finding rare vintage Juicy Couture secondhand is like finding a diamond in the rough. And now, Juicy Couture has made it easier than ever before to find these gems. Juicy Couture has teamed up with circular economy technology company Recurate to launch a second-hand marketplace called Rejuiced, available under the "Pre-Loved" tab at the top of Juicy Couture's main website.

"Juicy Couture is one of the most sought-after brands in thrift shops and second-hand marketplaces in our portfolio, which is a testament to its enduring connection to pop culture," said Natasha Fishman, CCO and EVP marketing at Authentic Brands Group, which owns the Juicy Couture brand.

"Circular fashion is important to Juicy consumers, and we are incredibly pleased to partner with Recurate's best-in-class platform to bring resale to the world of Juicy."

Sellers submit photos and descriptions of the clothing or accessories they wish to sell, then select a recommended price for the items. After the company authenticates and approves the item, it will appear on the resale page.

When a sale is made, sellers receive a prepaid shipping label to send the goods directly to the buyer. When the buyer receives the item and verifies the condition, the seller will be reimbursed with store credit.

If you've ever wanted to get your hands on a Juicy tracksuit or cute vintage accessories, but never wanted to pay retail prices for it, check out the Rejuiced section at juicycouture.com.

To learn more about selling your Juicy items, you can find their FAQs on their website as well.

Jamie Mizrahi is the creative director of Juicy Couture.

PRESS CLIPS

[Juicy Couture's Iconic Tracksuit Is Back — and Available to Shop at Forever 21](#) -

Published by PopSugar, March 7, 2023

[This Stoney Clover Lane x Juicy Couture Collab Proves Y2K Fashion Is Back in Full Force](#) - Published by Cosmopolitan, Nov. 16, 2022



Charlie Gates/Juicy Couture 2023



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