



allegro

Jessica Simpson

**Bloomberg
Businessweek**

January 10, 2022



“ I AM *every girl*; —
— I WANT MY STYLE
TO BE *fashion forward, fun and accessible.*
I WANT *everyone* TO FEEL —
comfortable and confident WEARING
AND SHARING MY PRODUCTS. ”

Jessica Simpson

- Jessica Simpson Is A **\$1 Billion Brand**
- Expanding Over Last 16 Years, Jessica Now Has **33 Product Categories**
- Apparel, Footwear And Accessories
- Social Reach Of **15 Billion Fans** And A Booming E-commerce Business
- Seeing Growth In 18-24YR Segment Spurred By Social Media Engagement
- In 2021, Jessica Bought Back 100% Of Brand



BRAND *ETHOS*

“ I AM *every girl*; —
— I WANT MY STYLE
TO BE *fashion forward, fun and accessible.*
I WANT *everyone* TO FEEL —
comfortable and confident WEARING
AND SHARING MY PRODUCTS. ”

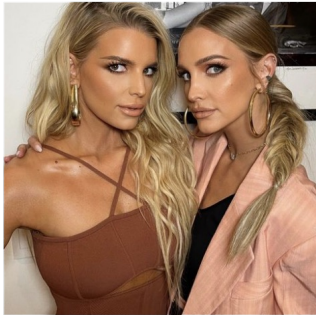
PHILOSOPHY

Authentic to Jessica Simpson, the brand celebrates being a woman, fashion, and styling for all body types without sacrificing comfort or confidence.



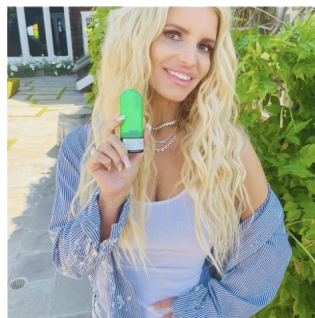
CORE CUSTOMER

Our core customer is a Millennial/Gen X trend & budget conscious fashionista living a multi-hyphenate lifestyle. Interested in Fashion, Shopping/Bargain Hunting, Motherhood, Fitness & Weight Loss, Home Décor, Arts & Hobbies, Celebrity & Entertainment, Music & TV, active on Instagram, Facebook, Pinterest



AGES	%
18-24	11%
25-34	25%
35-44	24%
45-54	22%
55-64	14%
65+	4%

Seeing Growth in 18-24 segment spurred by social media engagement & the launch of an exclusive digital destination in 2019



@JessicaSimpson in 90th percentile for engagement, 80th in reach

Brand engagement run 4-6%* on average, this is how you would engage with a close friend

#14 on Facebook for engagement amongst fashion brands

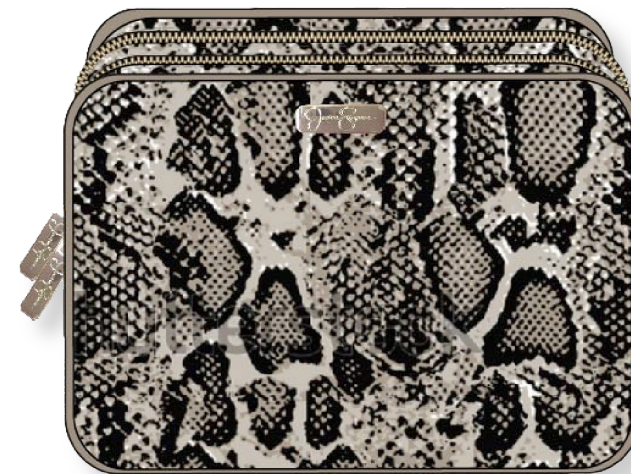
EXOTIC SNAKE



Jessica Simpson
OFF PRICE COLLECTION



TRAIN CASE
9"L x 5"W x 7.5"H



DOUBLE ZIP ORGANIZER
8.5"L x 3.5"W x 6.5"H



210D LINING



GOLD JS PULLER



JS GOLD PLATE

LEOPARD NATURAL



Jessica Simpson
OFF PRICE COLLECTION



BOWLER WEEKENDER
10.5"L x 4.5"W x 9.5"H



TRAIN CASE
9"L x 7.5"W x 5"H



LARGE ORGANIZER
7.5"L x 4"W x 4.5"H



210D LINING



FEATHER PULLER



JS GOLD PLATE



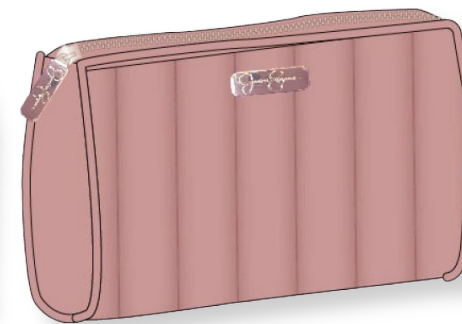
BOWLER WEEKENDER
10.5"L x 4.5"W x 9.5"H



DOUBLE ZIP ORGANIZER
8.5"L x 3.5"W x 6.5"H



TRAINCASE
9"L x 5"W x 5"H



CLUTCH
8.5"L x 2.5"W x 4"H



210D LINING



ROSE GOLD JS PULLER



ROSE GOLD PLATE

SAFARI GREEN



Jessica Simpson
OFF PRICE COLLECTION



DUMP IN WEEKENDER W/ INSIDE
POUCH
12.5"L x 2.75"W x 8.25"H



TRAIN CASE
9.5"L x 4.5"W x 5.5"H



LARGE T
GUSSET CLUTCH
12"L x 3"W x 8"H



210D LINING



BODY MATERIAL TASSEL PULLER



JS ROSE GOLD PLATE



Jessica Simpson
OFF PRICE COLLECTION



WEEKENDER
12.5"L x 3.5"W x 8"H



TRAIN CASE
9"L x 7.5"W x 5"H



DOUBLE ZIP ORGANIZER
8.5"L x 3.5"W x 6.5"H



210D LINING



FEATHER PULLER



JS SILVER PLATE

FORGET ME NOT



Jessica Simpson
OFF PRICE COLLECTION



BOWLER WEEKENDER
10.5"L x 4.5"W x 9.5"H



TRAIN CASE
9"L x 7.5"W x 5"H



LARGE ORGANIZER
7.5"L x 4"W x 4.5"H



230T LINING



GOLD JS PULLER



JS GOLD PLATE

WHITE FLORALS



Jessica Simpson
OFF PRICE COLLECTION



DOUBLE ZIP ORGANIZER
8.5"L x 3.5"W x 6.5"H



TRAIN CASE
9"L x 5"W x 7.5"H



210D LINING



GOLD JS PULLER



JS GOLD PLATE

TROPICAL CITRUS

Jessica Simpson
OFF PRICE COLLECTION



DUMP IN WEEKENDER
w/ INSIDE POUCH
10.5"L x 4"W x 8.5"H



T BOTTOM
CLUTCH
10.75"L x 4"W x 7"H



SMALL
TRAIN CASE
8.25"L x 5"W x 3.75"H



230T LINING



GOLD JS PULLER



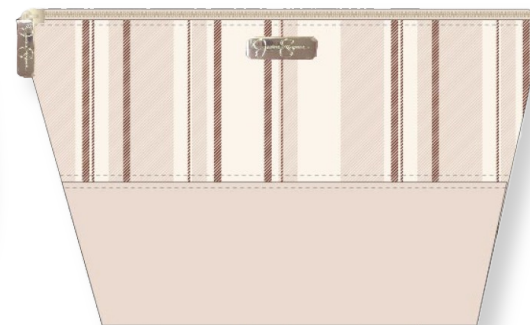
JS GOLD PLATE



Jessica Simpson
OFF PRICE COLLECTION



BOWLER WEEKENDER
10.5"L x 4.5"W x 9.5"H



T BOTTOM CLUTCH
10.75"L x 4"W x 7"H



JUMBO ORGANIZER
11"L x 3.75"W x 9"H



230T LINING



GOLD JS PULLER



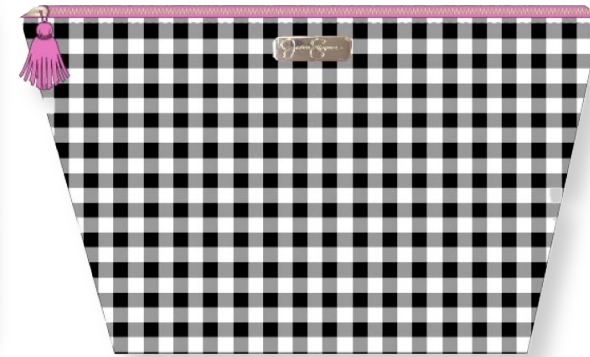
JS GOLD PLATE



Jessica Simpson
OFF PRICE COLLECTION



DUMP IN WEEKENDER
w/ INSIDE POUCH
10.5"L x 4"W x 8.5"H



T BOTTOM
CLUTCH
10.75"L x 4"W x 7"H



SMALL
TRAIN CASE
8.25"L x 5"W x 3.75"H



210D LINING



GOLD w/ COTTON TASSEL



JS GOLD PLATE



THANK YOU

allegro
CONAIR®