



BRAND PROFILE

JACLYN
SMITH

FASHION ICON SINCE 1985



<https://www.rdgglobal.nyc/>



MISSION STATEMENT: “Create a collection of stylish, well made and affordable clothing and accessories that help women feel confident and beautiful inside and out.”

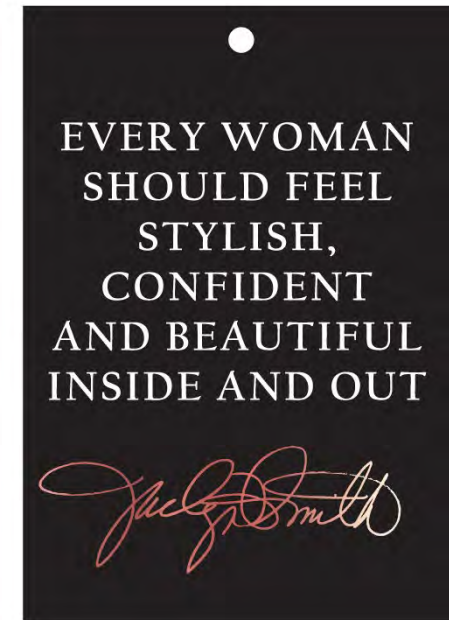
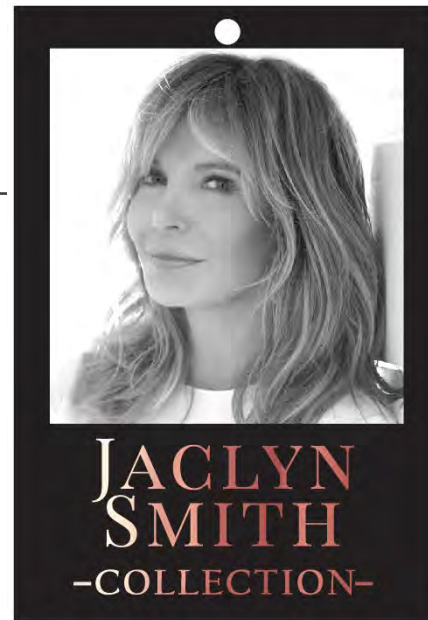
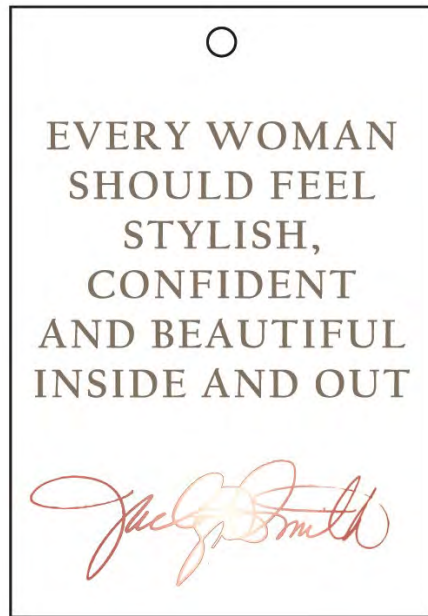
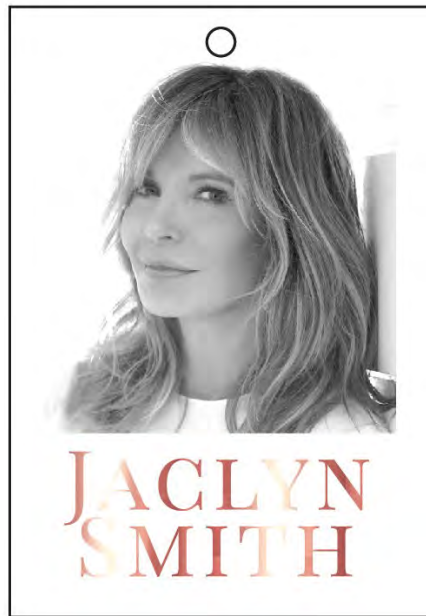
JACLYN SMITH BRAND ESTABLISHED 1985 :
FIRST AND LONGEST SUCCESSFUL CELEBRITY BRAND

- \$ 400 MILLION IN APPAREL, ACCESSORIES, SEASONAL AND HOME
- 90% CELEBRITY RECOGNITION WOMEN ABOVE 45
- MODERN CLASSIC STYLE
- GREAT FIT
- INCLUSIVE SIZE RANGE
- QUALITY

CUSTOMER :

- AGE RANGE- 35-65
- COLLEGE EDUCATION
- CAREER: LEGAL, FINANCIAL, AND MEDICAL PROFESSIONAL
- FAMILY FOCUSED
- MEMBER OF SOCIAL, COMMUNITY AND FAITH GROUPS

JACLYN SMITH HANG TAGS AND LABELS:



JACLYN SMITH BRAND SOCIAL MEDIA STATISTICS :



- Reaches over 1 million social media accounts
- Instagram followers growing 5% weekly
- Twitter 500,000 impressions monthly
- 3.5 Million impressions monthly
- Instagram engagement 17% and growing
- Instagram live engagement 34%
- Followed by fashion, home, pop culture editors, and influencers
- Most common comments are about her style, and her home



JACLYN SMITH BRAND SOCIAL MEDIA STATISTICS :

FOLLOWER PROFILE:

- 71% FEMALE 29% MALE
 - 43.2% AGES 35-54 , 32.2% AGES 55-64
-

“I love your clothes.”

“I used to go to Kmart to get all my clothes because I love your designs.”

“ I do have a lot of different things you designed.”

“ Kmart closed down in my area now I can't shop there any longer .”

*“I get compliments every time I wear one of my Jaclyn Smith tops
....so stylish!”*

“ I loved your line and bought pieces through the years, can't wait to see your new line!”

JACLYN SMITH WWD TOP STORY OF THE WEEK:

WWD FEBRUARY 2, 2022

WWD Week In Retail

FRIDAY, FEBRUARY 04



RETAIL

EXCLUSIVE: A Jaclyn Smith Fashion Redux, Sans Kmart

The former "Charlie's Angels" star tells how her fashion brand is being revived and how it endured for decades despite the woes at Kmart.

By DAVID MOIN



RETAIL

Kohl's Rejects Takeover Bids

Kohl's implemented a poison pill geared to block an unwanted takeover.



RETAIL

Gap Inc. Gets Another Downgrade

While changes are in the works and there's buzz at Yeezy Gap, the market is waiting to see improved performances at the Gap and Banana Republic.



A Jaclyn Smith Fashion Redux, Sans Kmart

The former "Charlie's Angels" star tells how her fashion brand has endured for decades despite the woes at Kmart.

By DAVID MOIN

Jaclyn Smith has parted ways with Kmart, but her fashion collection is being reborn for a fall/holiday 2022 launch through a licensing agreement with RDG Global LLC, WWD has learned. "I can't wait for women to see the clothes," Smith said in an interview. "They're very modern yet timely and timeless. That doesn't mean old-fashioned by any means. I love classic, but we are right on trend with what's out there."

The collection includes women's sportswear, sweaters, loungewear, sleepwear, outerwear, cold-weather accessories and denim, in plus and regular sizes. With about 60 pieces, including roll-sleeve blouses, faux fur jackets and crocodile-embossed faux-leather skirts, the collection will have "mainline" builders at value prices, as well as more fashionable pieces at higher prices.

"It's for women who need to go to a million different places, women of all sizes and shapes," Smith said, emphasizing versatility and inclusiveness. "One of the hallmarks of my apparel has been fit. I have a

very diverse customer, from all walks of life." Women age 35 and older are targeted. It's a new chapter for Jaclyn Smith and her enduring women's collection, just as Kmart wobbled, closing stores in what's been a sad, slow disappearing act from the retail landscape. The chain is down to about half a dozen locations, from nearly 2,500 in the mid-'90s. One factor that kept Kmart going — despite a bankruptcy, mismanagement, ownership changes and competition — was the Jaclyn Smith brand and the customer loyalty it engendered since debuting 26 years ago. In its peak years, the collection encompassed women's apparel, accessories, intimate apparel, footwear, seasonal gifts, bedding, tabletop, decor and furniture, and generated \$250 million to \$300 million in sales, sources said.

"Back then there was no social media and no fashion in the mass market. I launched with more appearances, print ads and television, which gave me a strong footing with my customers. They could meet me and ask questions. I was visiting a different store and city every other weekend and doing talk shows. They were short trips, because I had young children."

Now, it's all about social media. "I'm working with this team that I know from my past and they are just incredible," she said, singling out RDG president Patricia Johnson and RDG's senior vice president of women's design, Bruce Goldberg, both of whom formerly worked at Kmart and on the Jaclyn Smith brand. Johnson was Kmart's divisional vice president, women's, and Goldberg was senior director for women's and juniors. "We have this constant dynamic exchange of ideas," said Smith.

"There is definitely a sophistication to this line," Smith said. "There is no need to continue what you have done unless you can enhance it, but I don't want to put down what I did at Kmart. I am proud of what I've done over the years. But right now it needs to go in a new direction."

Her company, Jaclyn Smith International, also creates wigs, skin care and fabrics. "I love architecture, mixing periods in furniture. I have studied that over and over. With home, I would keep my same philosophy and make it scalable to all. I've been approached. I've been concentrating on apparel, but it could happen."

"We did an enormous business at Kmart with Jaclyn Smith," said Lisa Schulz, a partner at Wye Consulting and former executive vice president of product development and design at Kmart and Sears. "Jaclyn really resonated with consumers. There had to be customers that came to Kmart just to buy Jaclyn. She is well known, and you her face is known. Jaclyn Smith managed to maintain a good volume despite the woes at Kmart. People haven't been buying it because they saw her in a movie. They are buying it because they trust her. She is very authentic. We know [customers] loved the Jaclyn Smith jeans and the classic white shirt and beautiful soft silky blouses. Now there's a much more generous, leisure-size cut. There's that simplicity, beautiful prints, luxurious fabrics at a price point. Some things that have been around as staples are updated."

"Jaclyn is very hands-on in an executive way," added Wye. "She does it with a degree of warmth and a very respectful demeanor. She will tell you what she likes and what she doesn't like why she likes or why she doesn't like it. There is a casual and elegant California chic to her. She'll make suggestions on something. She has the veto power over everything."

"Jaclyn is very hands-on in an executive way," added Wye. "She does it with a degree of warmth and a very respectful demeanor. She will tell you what she likes and what she doesn't like why she likes or why she doesn't like it. There is a casual and elegant California chic to her. She'll make suggestions on something. She has the veto power over everything."

"Jaclyn is very hands-on in an executive way," added Wye. "She does it with a degree of warmth and a very respectful demeanor. She will tell you what she likes and what she doesn't like why she likes or why she doesn't like it. There is a casual and elegant California chic to her. She'll make suggestions on something. She has the veto power over everything."

"Jaclyn is very hands-on in an executive way," added Wye. "She does it with a degree of warmth and a very respectful demeanor. She will tell you what she likes and what she doesn't like why she likes or why she doesn't like it. There is a casual and elegant California chic to her. She'll make suggestions on something. She has the veto power over everything."

"Jaclyn is very hands-on in an executive way," added Wye. "She does it with a degree of warmth and a very respectful demeanor. She will tell you what she likes and what she doesn't like why she likes or why she doesn't like it. There is a casual and elegant California chic to her. She'll make suggestions on something. She has the veto power over everything."

to build a quality brand at an accessible price. It is still my philosophy." REK, a major private label supplier to retailers that is located at 550 Seventh Avenue in Manhattan's Garment District, is getting its showrooms ready for retailers to view the new collection in mid-February. RDG does the design, sourcing, manufacturing, sales and distribution, and provides photos and other assets.

Executives involved in the project said the collection could hit at such retailers as Kohl's, QVC, TJ Maxx, Burlington, Amazon or Costco, and that a mid-tier department store could sell the Jaclyn Smith Collection products, though the distribution is to be determined. They are considering offering one major retailer the exclusive on the collection, though it's possible it gets picked up by more than one retailer.

"It's not Kmart anymore," said Kenneth L. Wye, the former VF Corp. executive, non-president and chief executive officer of Wye Consulting LLC, Smith's licensing agent, that put together the five-year apparel deal with a five-year renewal.

Precise pricing hasn't been set yet and would depend on the retailer, margin objective and material and shipping costs, which have been rising significantly due to COVID-19.

Smith became an overnight icon by playing Kelly Garrett on the "Charlie's Angels" television series which ran from 1976 to 1981. The other two Angels were played by Faye Dunaway and Lise Jackson, but Smith was the only one of the original three Angels to stay with the series for its entire run. Smith starred in several movies and had cameo parts in two of the three "Charlie's Angels" movies.

After the series, which is still seen in reruns, ended, Kmart approached her. "At the time I thought Kmart wasn't the place for fashion, and I was under contract with Max Factor," which discouraged her from Kmart's offer. After she balked, Kmart persisted, and encouraged her to look at Kmart's Hunter's Glen line. "It was reminiscent of Ralph Lauren — collegiate, tailored, at a price point I couldn't believe," Smith recalled. "So I thought about Kmart some more, that it would be challenging, and decided to take it on, against a lot of people saying don't do it. But it was one of the wisest decisions I made. It was an education. It challenged me in ways that taught me so much...I had a dad that encouraged me to think ahead, invest and always have backup plans. This was certainly my backup plan."

Jaclyn Smith at Kmart was introduced to the media and the world in 1985 and is still considered the most enduring celebrity collection — though not the first. Supermodel Cheryl Tiegs launched a collection with Sears in 1981, and the concept can be traced at least back to the early 1900s when dancer and silent movie star Irene Castle had a fashion line.

Smith's contract with Kmart expired at the end of July 2021. There's a year-long sell-off period, so some pieces can still be found. Smith said she's very sad about the collapse of Kmart. "Kmart is part of my history, but you know retail is a moving target, there is competition." At Kmart, "There was just this constant coming and going of CEO's and people. You still have to put a constant flow of merchandise out there. For however the company was being run, it went more to headlines and wasn't concentrating so much on apparel. I know business is hard."

Among her favorite pieces are the faux fur jackets, soft quilted jackets with gold zipper pockets and baggies with cargo pockets. "My design is very figure-flattering for all sizes and shapes," she noted.

"I'm working with this team that I know from my past and they are just incredible," she said, singling out RDG president Patricia Johnson and RDG's senior vice president of women's design, Bruce Goldberg, both of whom formerly worked at Kmart and on the Jaclyn Smith brand.

"I'm working with this team that I know from my past and they are just incredible," she said, singling out RDG president Patricia Johnson and RDG's senior vice president of women's design, Bruce Goldberg, both of whom formerly worked at Kmart and on the Jaclyn Smith brand.



WHAT THE JACLYN SMITH BRAND IS FAMOUS FOR:

“THE GREAT WHITE SHIRT”

ITS ALL IN THE DETAIL:
STRETCH POPLIN AND GOLD LOGO
BUTTONS



WHAT THE JACLYN SMITH BRAND IS FAMOUS FOR:



“THE UTILITY SHIRT”

- FROM SHIRT TO SHACKET
- SILKY SOFT
- PRINTED AND SOLID
- ROLL SLEEVES
- LOGO BUTTONS



WHAT THE JACLYN SMITH BRAND IS FAMOUS FOR:

“ GIFTABLE & COZY SWEATERS ”



WHAT THE JACLYN SMITH BRAND IS FAMOUS FOR:

“FASHION SWEATERS”

- THE RIB DUSTER
- THE BISHOP SLEEVE PULLOVER
- THE SPARKLE SWEATER TANK
- KNIT DRESSING SETS



WHAT THE JACLYN SMITH BRAND IS FAMOUS FOR:



“STRETCH DENIM ”

- PERFECT FIT
- STRETCH FABRIC
- MODERN WASHES
- FASHION COLORS



SPECIAL SIZES

BOOT CUT & STRAIGHT LEG



WHAT THE JACLYN SMITH BRAND IS FAMOUS FOR:

“LOUNGEWEAR”



WHAT THE JACLYN SMITH BRAND IS FAMOUS FOR:

“FASHION OUTERWEAR”



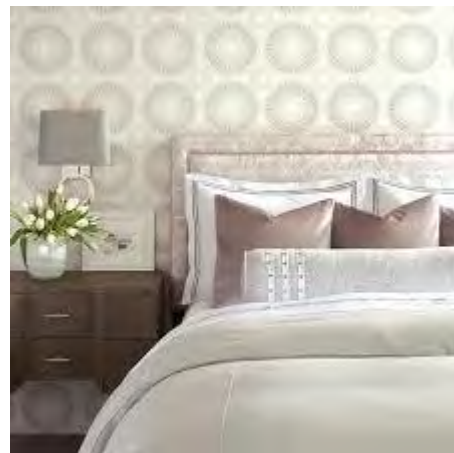
JACLYN SMITH BRAND EXTENTIONS:

“COLD WEATHER ACCESSORIES”



JACLYN SMITH BRAND EXTENTIONS:

HOME COLLECTION



JACLYN SMITH BRAND EXTENTIONS:

“HOLIDAY DECOR”



JACLYN SMITH LICENSE FABRIC:

- FABRIC AND HOME DÉCOR LICENSE WITH FABRICUT
- ESTABLISHED 2007
- IN STORE AND ON LINE: JOANNS, CALICO CORNERS, PATIO LANE, FABRICS.COM
- <https://fabricut.com/trend/licensed-collections/jaclyn-smith-fabrics>



FROM FABRICS TO FINISH
GIVE YOUR DESIGN IDEAS THE GIFT OF TREND FABRICS



FROM FABRICS TO FINISH
WHY NOT START WITH THE BEST



INSPIRATIONAL DESIGN AND DETAIL
INTRODUCING JACLYN SMITH HOME - WALLCOVERING



BEAUTIFUL LIVING SPACES
START WITH TREND FABRICS AND WALLCOVERINGS



DETAILS, DETAILS, DETAILS
BEAUTIFUL FINISHINGS, PERFECT ACCENTS



PAISLEY WITH A PUNCH
UNEXPECTED COMBINATIONS OF INSPIRED DESIGNS



DESIGNED BY JACLYN...
...AND HER TEAM AT TREND FABRICS



DETAILS, DETAILS, DETAILS
BEAUTIFUL FINISHINGS, PERFECT ACCENTS



START WITH TREND FABRICS AND WALLCOVERINGS

JACLYN SMITH HOME AT TREND FABRICS
DESIGNS, PATTERNS, COLORS, MATERIALS AND MORE



FLORAL PATTERNS
STUNNING AND DETAILED, RICH IN FEEL



TRIMMINGS
GLORIOUS FINISHINGS, TIMELESS APPEAL



TANTALIZING TASSELS
DELIGHTFUL AND DAZZLING



JACLYN SMITH SKINCARE:

JACLYN SMITH
BEAUTY

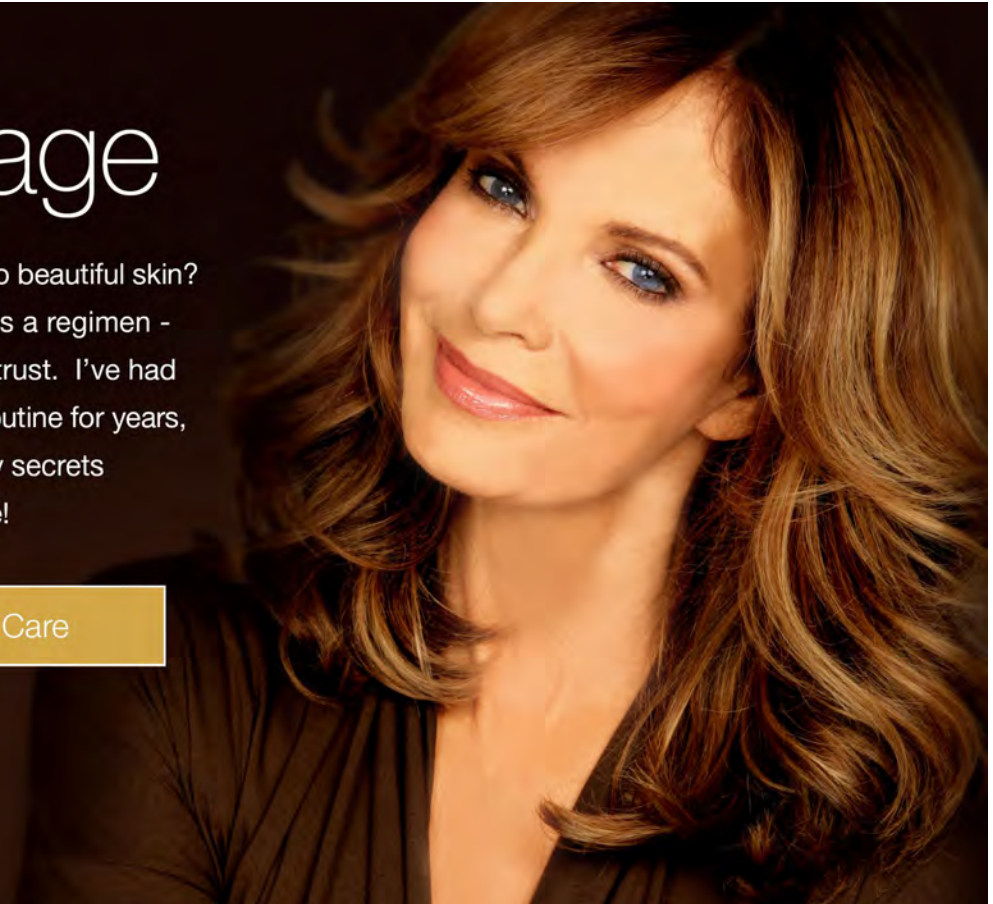
<https://www.jaclynsmithbeauty.com/Articles.asp?ID=260>

perfect skin at any age



What's the secret to beautiful skin?
It's not a secret, it's a regimen -
and products you trust. I've had
the same beauty routine for years,
now I will share my secrets
with you. Welcome!

Shop Skin Care



VISIT: RDG GLOBAL .COM

<https://www.rdgglobal.nyc/>



JACLYN
SMITH

EVERY WOMAN
SHOULD FEEL
STYLISH,
CONFIDENT
AND BEAUTIFUL
INSIDE AND OUT

Jaclyn Smith



FOR LICENSING INQUIRIES

THE B[®] AND LIAISON
OPENING DOORS. CLOSING DEALS.

STEVEN HELLER

561-302-7838

STEVEN@THEBRANDLIAISON.COM

WWW.THEBRANDLIAISON.COM