

VERA NEUMANN CASE STUDY



Mid-century textile designer, Vera Neumann (the “original “Vera”), was best known for her design flair and bold prints throughout the 1960s and ‘70s. Perry Ellis was a designer for her apparel line for several years in the early ‘70s.

In the mid-2000s, we crafted a well-loved lifestyle brand utilizing the vast archives from Ms. Neumann’s estate, working with key licensees in various categories such as fashion accessories, gifts and home décor.

Brand extensions included handbags, totes, wallets & coin purses by Brighton, a cosmetics bag gift-with-purchase with Clinique, as well as kitchen textiles, tablecloths, napkins, mugs, vases, dinnerware, serving platters and scarves.