

BETSEY JOHNSON.

Jefferson
Street



SPARKLE IN THE CITY

SUMMER 2023

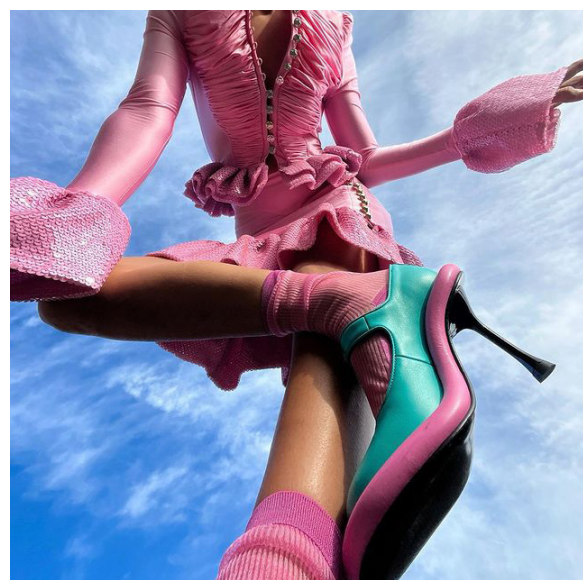
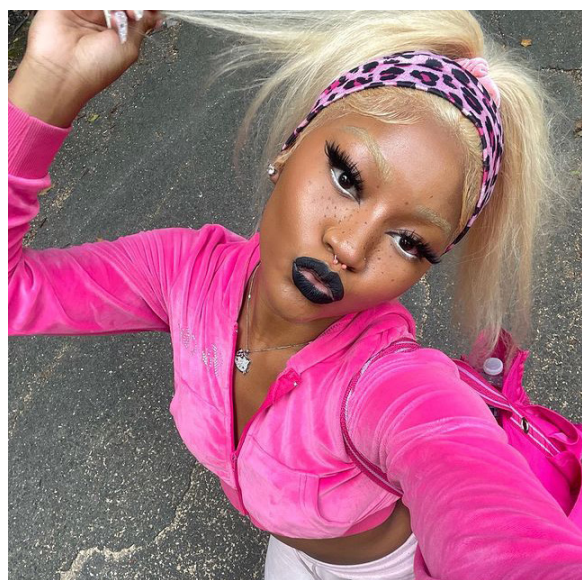
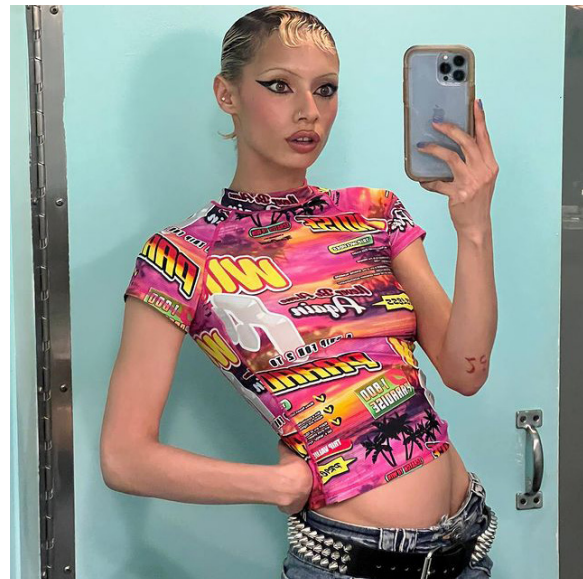
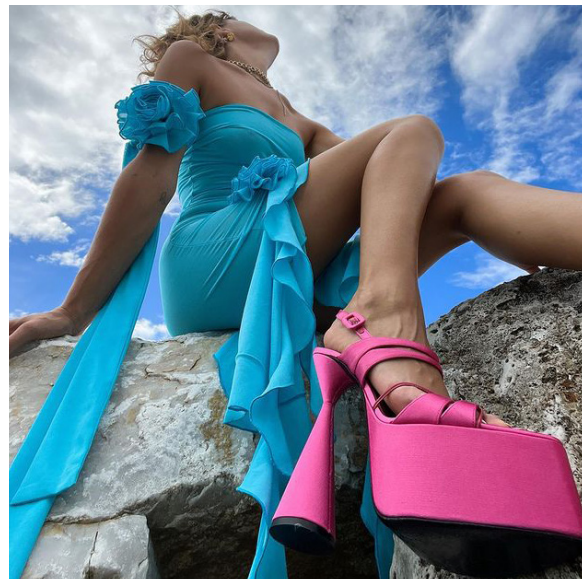
Betsey Johnson's Summer 2023 campaign is a celebration of those who have ALWAYS done the most. They do not dream of subtlety—regardless of trend. The Summer Dress Code? Be Extra! Teeter between camp and kitsch. Be Odd. Be deliberate. Be unafraid to spark discourse. Be surprising. And do it like only a Betsey Babe can.

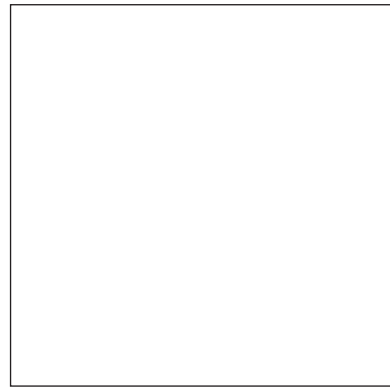


Recently Vogue unpacked an emerging trend they describe as deliberately “trying.” It “teeters between camp and kitsch.”

They describe the style choices of influencers like Cara Plumeter and Madeline White (frequent Betsey collaborators) as “odd, deliberate and made to spark discourse in the comment section.”

Vogue breaks down this trend of “trying.” They say “wearing key items is no longer enough. One must style them in a way that’s surprising.” And while the article features a social video Clara created for Betsey Johnson, they fail to mention the brand, or how Betsey has been committed to this concept since the ‘70s.





White



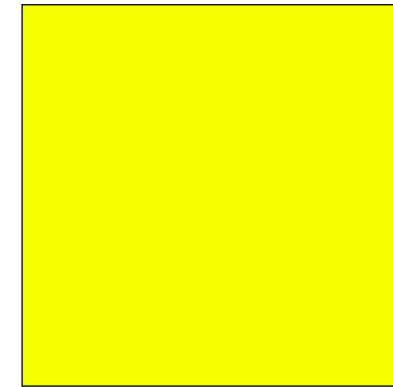
Black



RGB: 255 | 206 | 240
CMYK: 1 | 23 | 0 | 0
HEX: #ffcef0



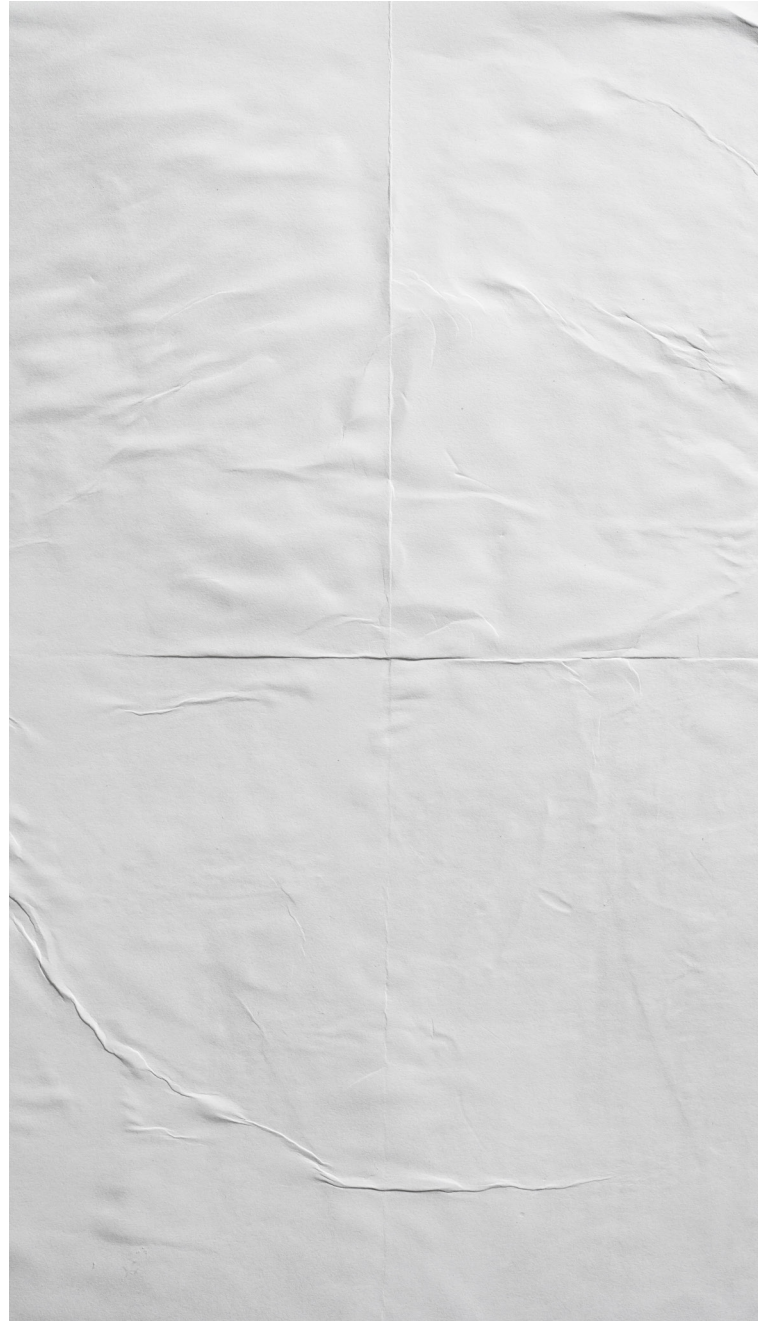
RGB: 255 | 20 | 226
CMYK: 20 | 83 | 0 | 0
HEX: #ff14e2



RGB: 246 | 255 | 0
CMYK: 10 | 0 | 99 | 0
HEX: #f6ff00









SPRAY PAINT HEADER

PRAGMATICA EXTENDED BLACK

PRAGMATICA EXTENDED BLACK

PRAGMATICA EXTENDED BLACK

Optical Kerning.

STANDARD HEADER

PRAGMATICA EXTENDED BLACK

Optical Kerning.

HEADER 2 + BODY

GOTHAM BOLD

Optical Kerning.

BODY COPY

Gotham Book

Optical Kerning.

SUMMER 2023

SUMMER 2023

Itatum hariore minit quam, si intemod que corro et et imus aut aut mossit qui cullia cum vent. Ur, omni omnis et voluptatusam connimus nitas ma sam fuga. Otandiursum si senatem Romnicem temo concla.Gerbi est inatua eniciem, untesum morenit; hi, Cati, neque nos etinatusse publiam sa atiferi ist? P. At viditrei prium, uterfiri se tu et fortur lost ad re contiocci cre nicastret? Quon sent.

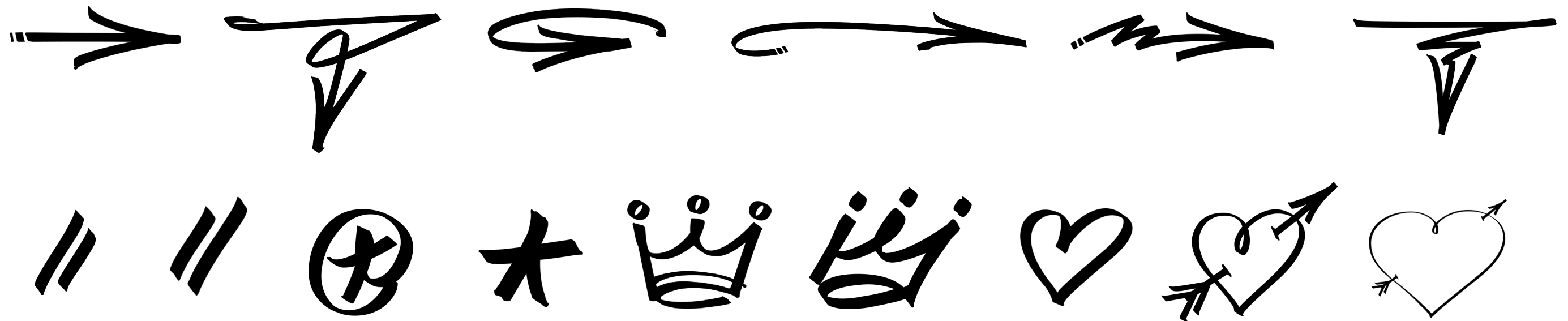


BETSEY JOHNSON.

BETSEY JOHNSON.

BETSEY JOHNSON.

"Betsey"  "





BETSEY JOHNSON.

THE AYDIN HEEL IN NEW YORK, NY
BETSEYJOHNSON.COM











Betsey

DAPHNE IN THE DALAS BOOT AND DANCING QUEEN BAG
[BETSEYJOHNSON.COM](https://www.betseyjohnson.com)

























**SKYSCRAPING
SPARKLES**

[SHOP NOW](#)



**SKYSCRAPING
SPARKLES**

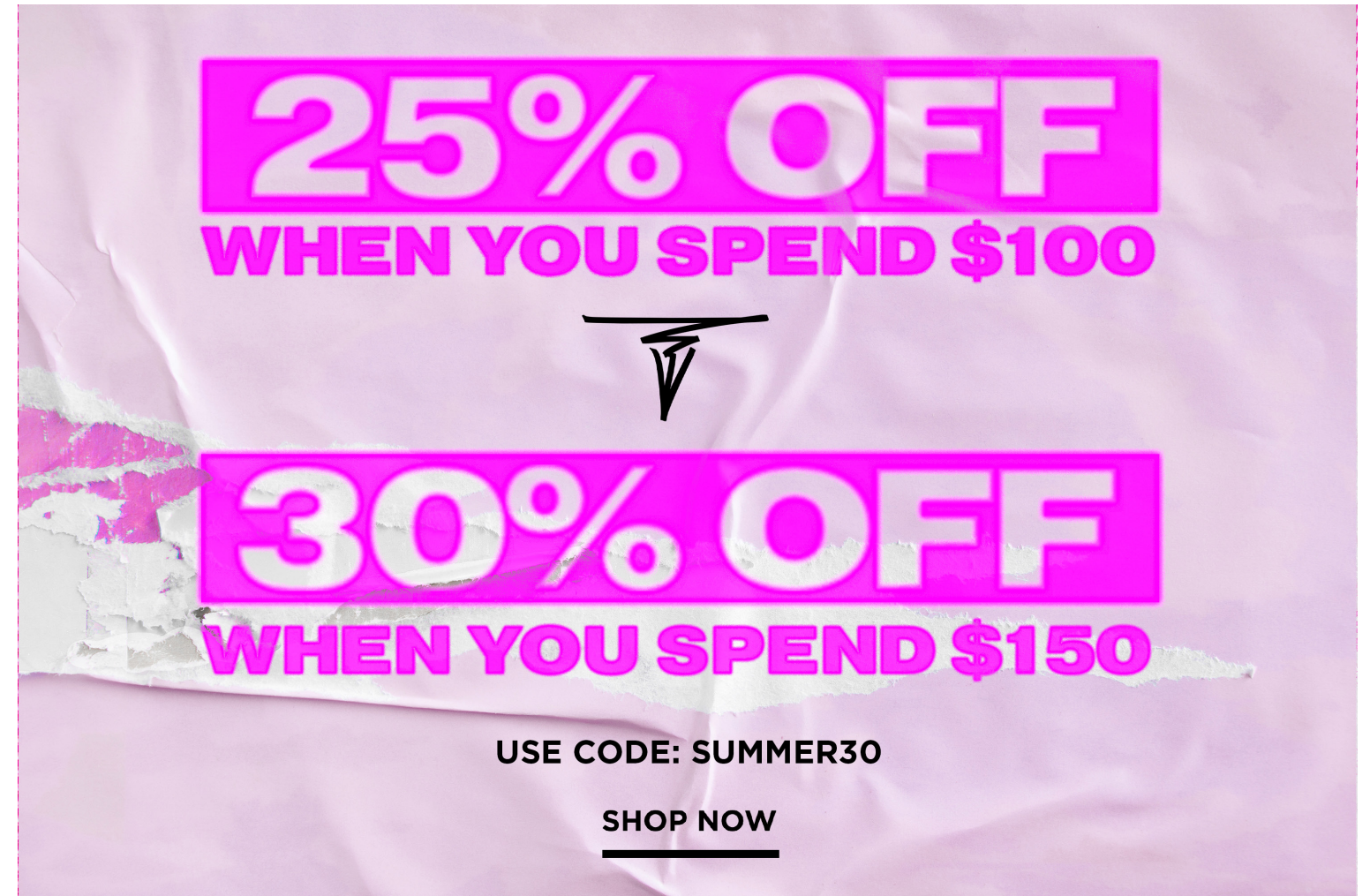
[SHOP NOW](#)











25% OFF
WHEN YOU SPEND \$100



30% OFF
WHEN YOU SPEND \$150

USE CODE: SUMMER30

SHOP NOW

FRIENDS & FAMILY SALE

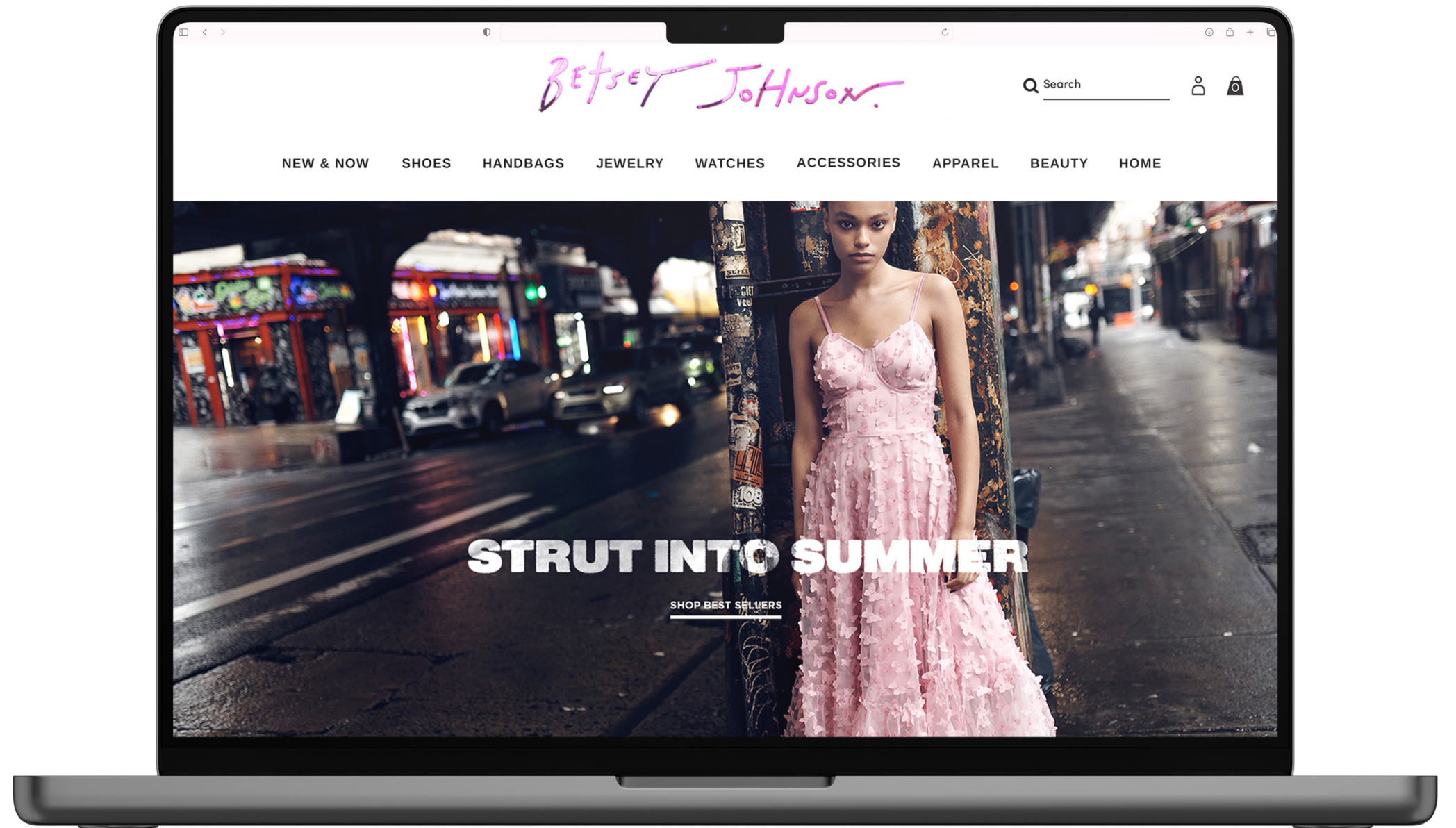
25% OFF

SITEWIDE



USE CODE: FAMILY30

SHOP NOW



FREE SHIPPING OVER \$50. EXCLUSIONS APPLY. DETAILS

BETSEY JOHNSON

NEW & NOW SHOES HANDBAGS JEWELRY WATCHES ACCESSORIES APPAREL BEAUTY HOME

STRUT INTO SUMMER
SHOP BEST SELLERS

SHOP HANDBAGS SHOP JEWELRY

SHOE FEVER
SHOP SHOES

DOWNTOWN DRAMA

BETSEY RE:LUV
A SPACE TO BUY AND SELL PRE-LOVED BETSEY JOHNSON SHOES, BAGS, ACCESSORIES & APPAREL.
LEARN MORE

FOLLOW @BETSEYJOHNSON | #BETSEYBABES

COMPANY: About Betsey, Safe Shipping, Terms of Use, Privacy Policy, Contact & Return Form

CUSTOMER SERVICE: My Account, Order Tracking, Shipping Policy, Return Policy, Get Return Label, FAQs

CONTACT: info@betseyjohnson.com, 866-222-4243, 7 days a week, 9am to 10pm EST

SIGN UP & GET 20% OFF*
Enter your email address
*Some exclusions apply.

© 2023 Betsey Johnson

Scroll 1

☰ *Betsey Johnson* 🛒

🔍 _____



STRUT INTO SUMMER
SHOP BEST SELLERS



HANDBAGS
SHOP NOW



Scroll 2




SHOES
SHOP NOW




KITSCH
SHOP NOW



Scroll 3




JEWELRY
SHOP NOW



DOWNTOWN DRAMA
SHOP RHINESTONES

BETSEY RE:LUV
A space to buy and sell pre-loved Betsey Johnson shoes, bags, accessories & apparel.
LEARN MORE

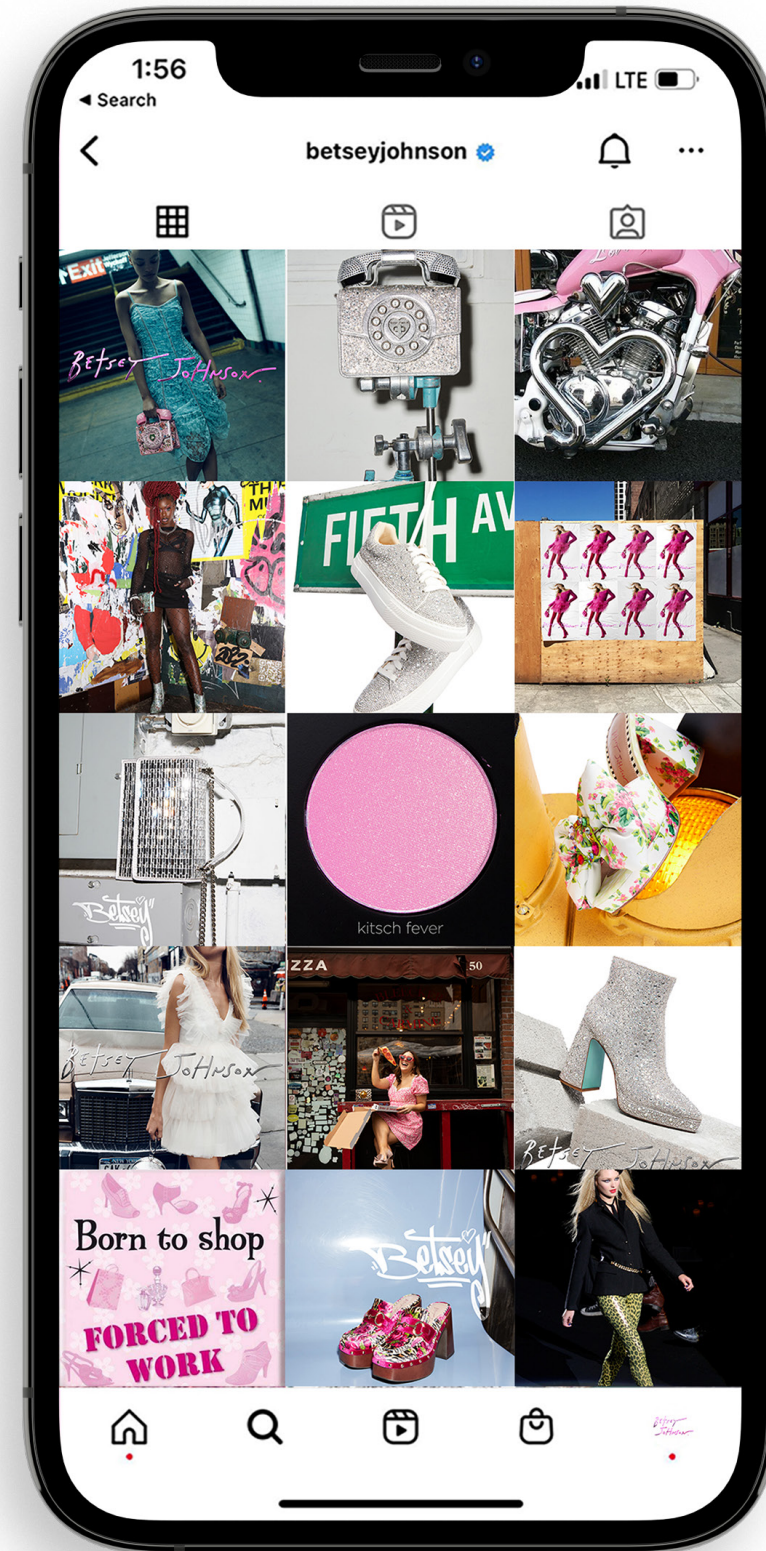
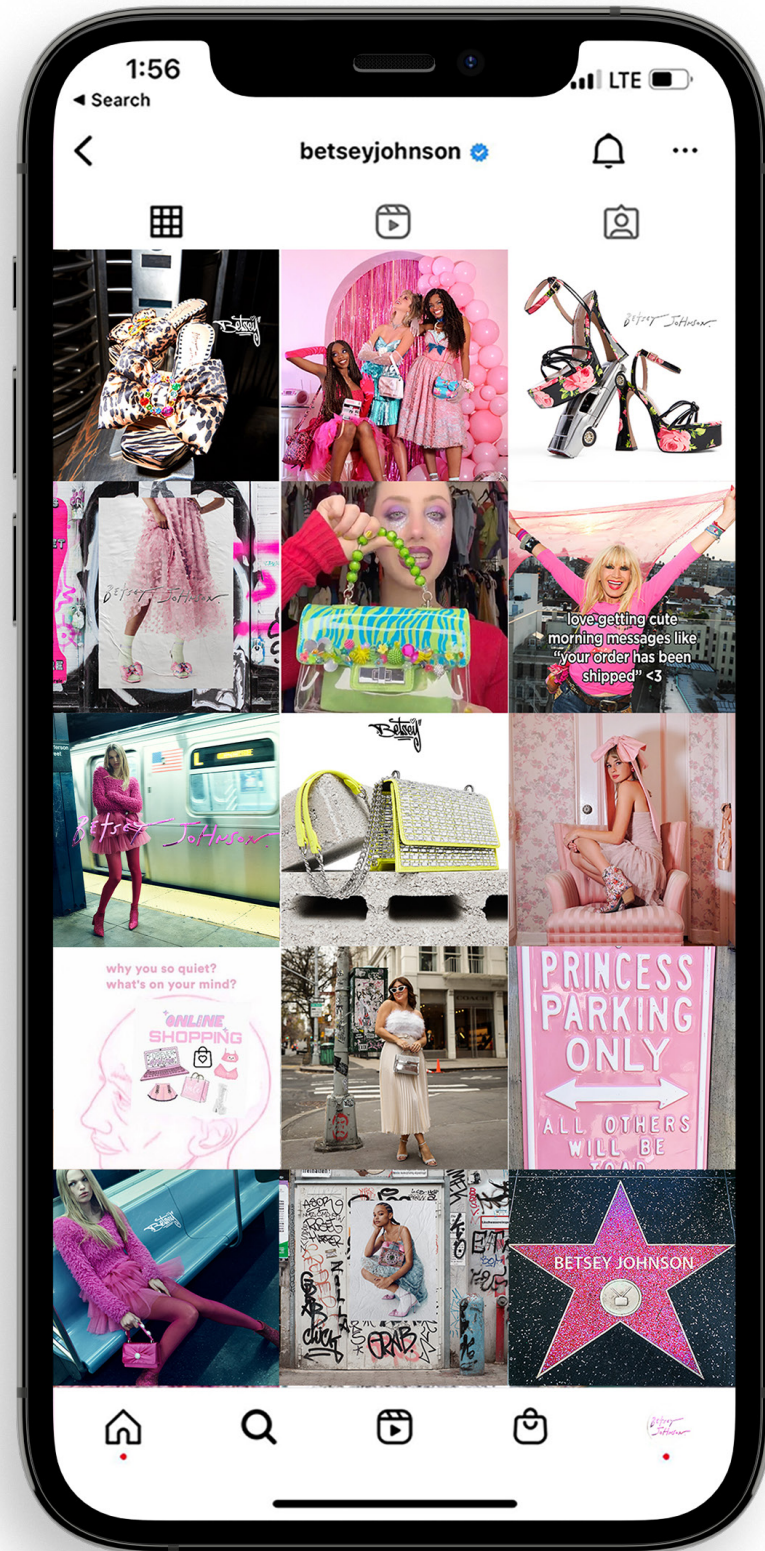
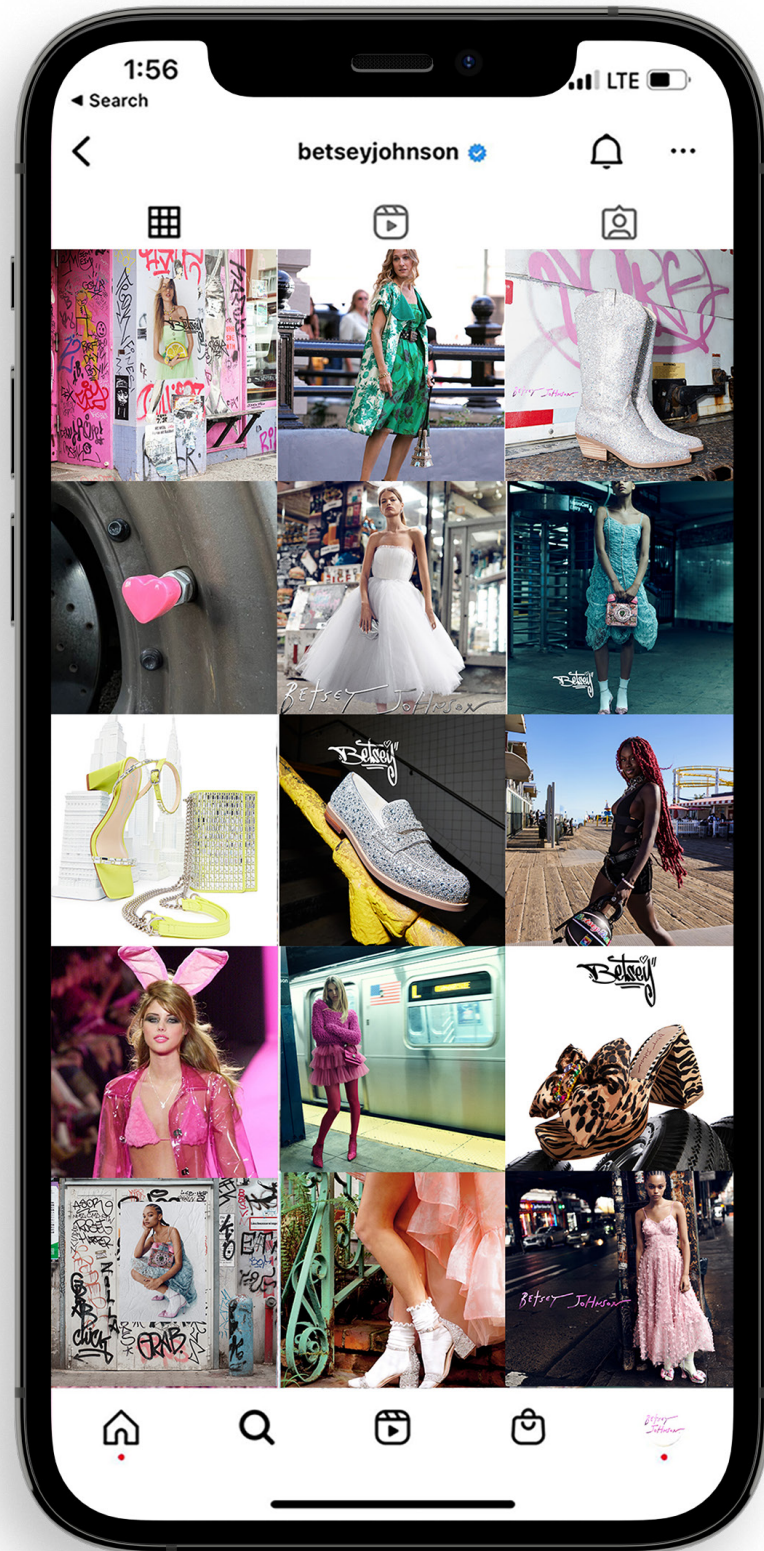
FOLLOW @BETSEYJOHNSON
#BETSEYBABES

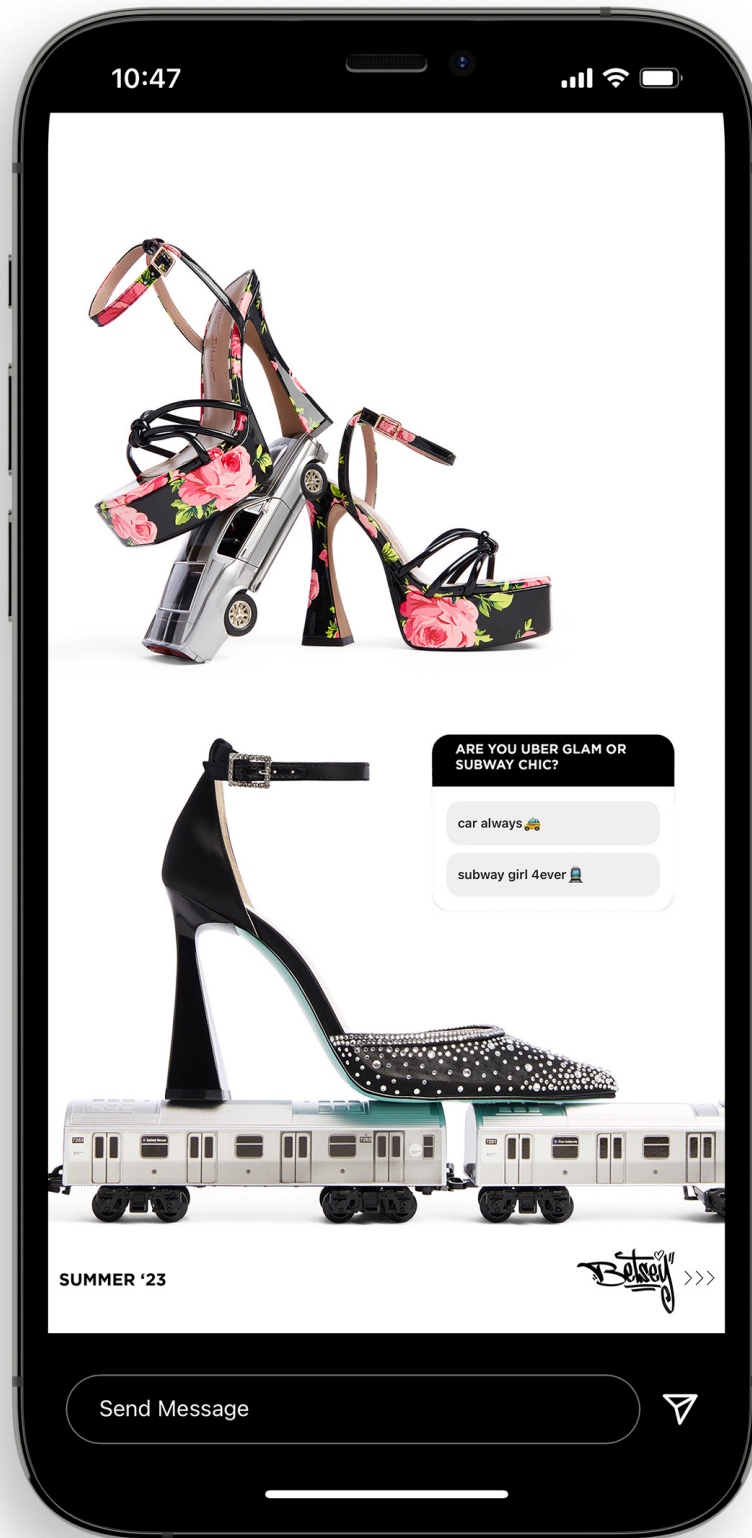


@BETSEYJOHNSON

CUSTOMER SERVICE +

CONTACT US
info@betseyjohnson.com
866-222-4243
7 days a week, 9am to 10pm EST





Thank You*
XOXO Betssey