

BETSEY JOHNSON.

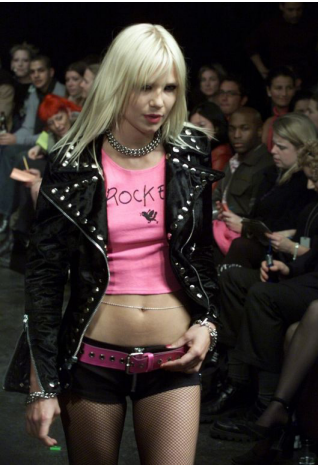
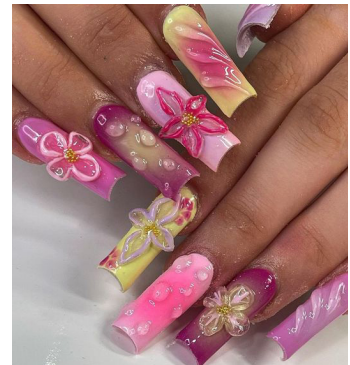
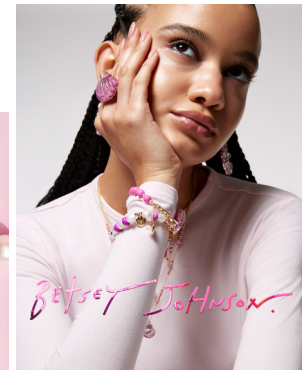
Summer 2024

THE JOURNEY IS THE DESTINATION

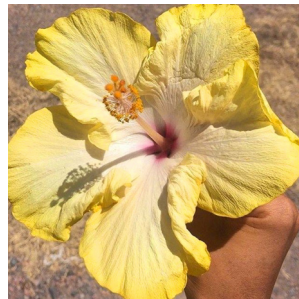
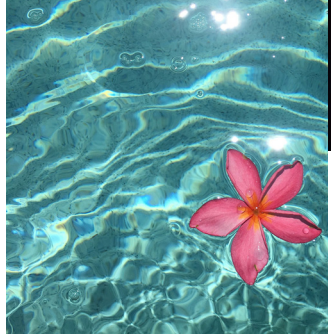
As the temperature rises and the days get longer, we're amping babes up for an exhilarating summer, Betsey-style. Spontaneous road trips with besties. Elaborate picnics—with gingham looks to match. Dancing under the stars at rooftop parties. Channeling beach goddess vibes to sunbathe from your fire escape. Getting lost and going wild. All adding up to their best summer yet.

We'll remind Betsey babes that the real magic of life lies not in reaching a destination, but in the twists, turns, and unexpected adventures along the way. The glamorous, the hilarious, the hiccups, the heart explosions, and everything in between. Above all, "have a good time, darling." Enjoy the ride. Life's too short not to have fun along the way.

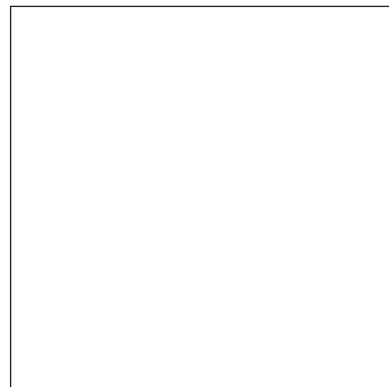




how your email finds me ☺️ 📧 📧







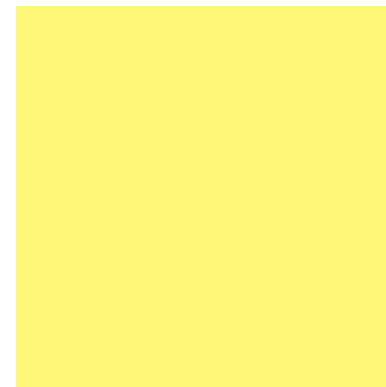
White



Black



RGB: 242 | 182 | 222
CMYK: 5 | 38 | 0 | 0
HEX: #f2b6e2



RGB: 255 | 247 | 119
CMYK: 3 | 0 | 34 | 0
HEX: #fff777



RGB: 66 | 222 | 248
CMYK: 54 | 0 | 7 | 0
HEX: #42def8



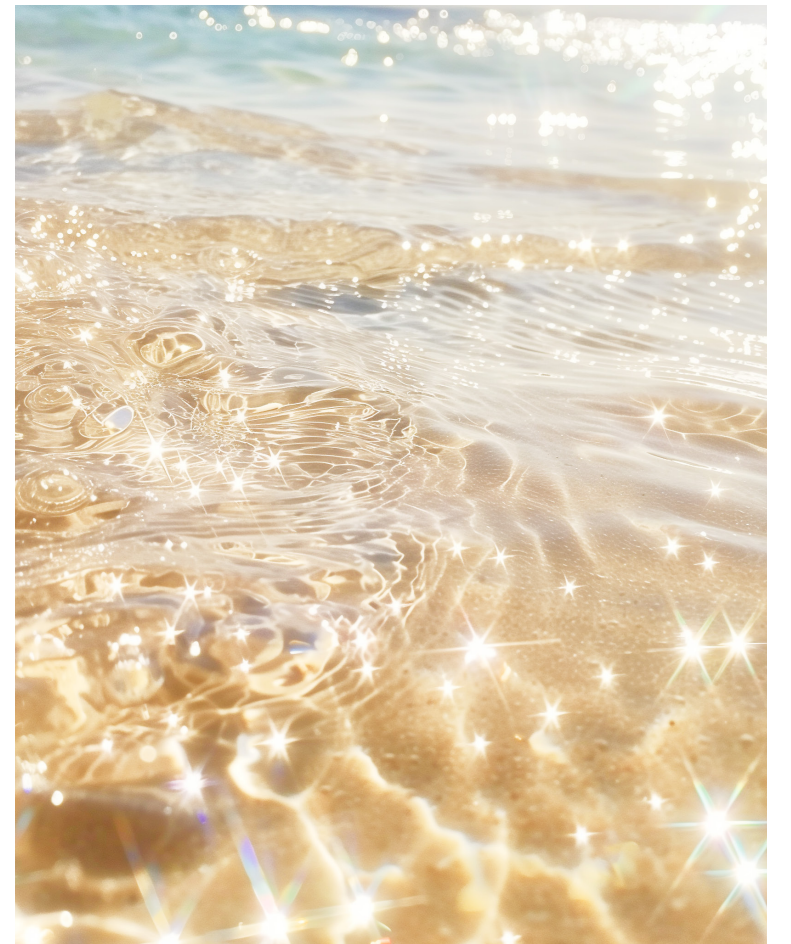


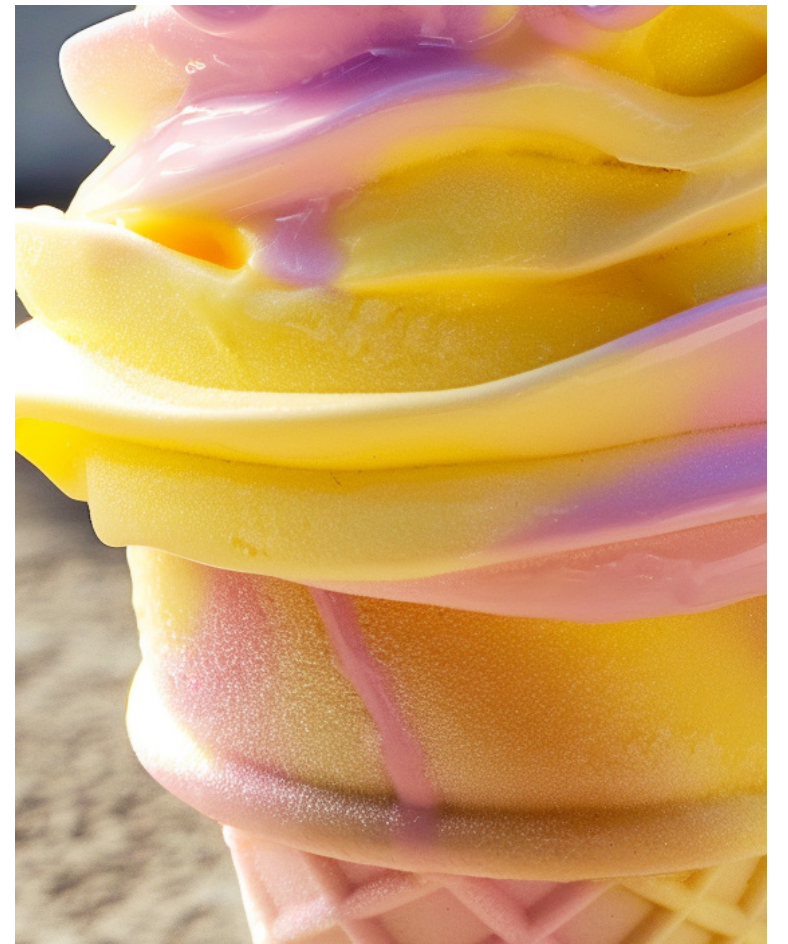
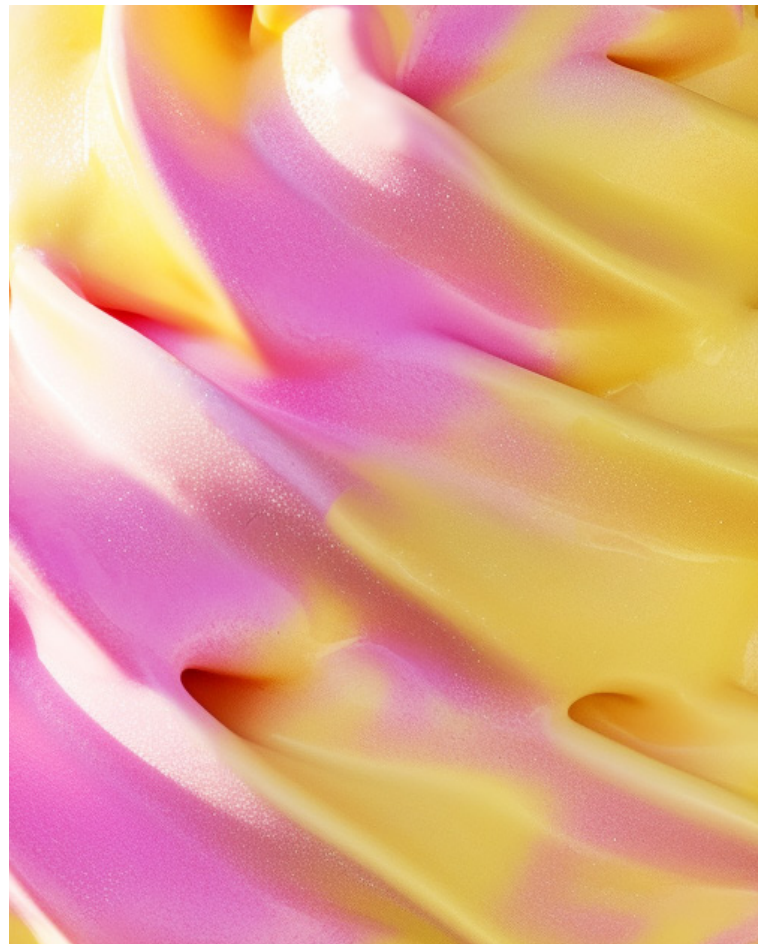


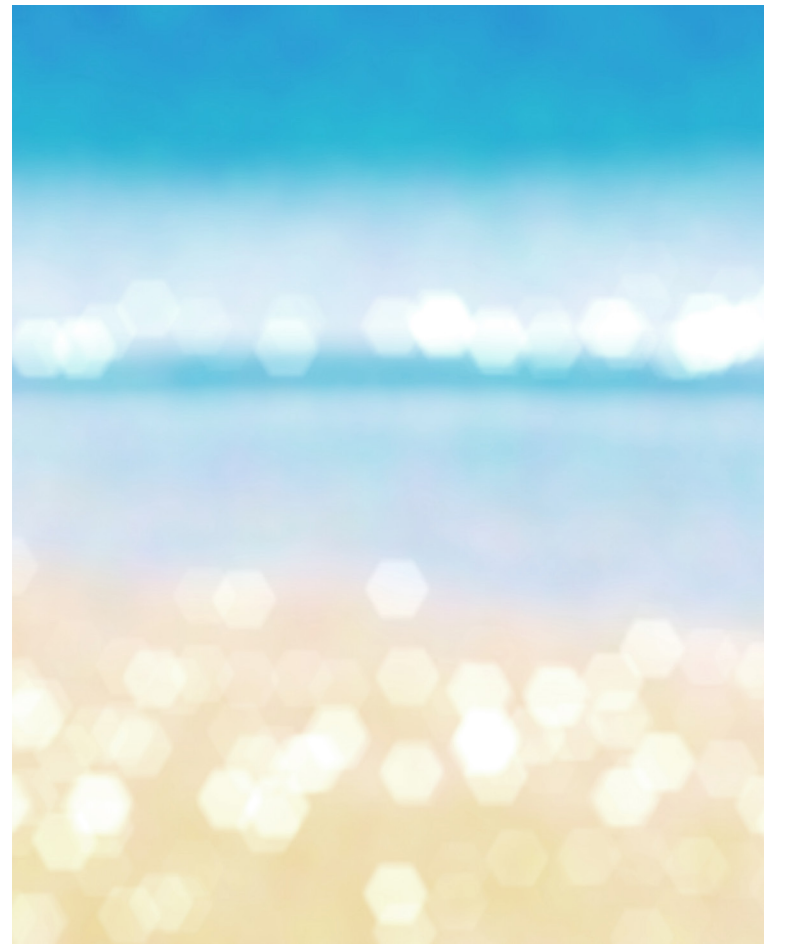
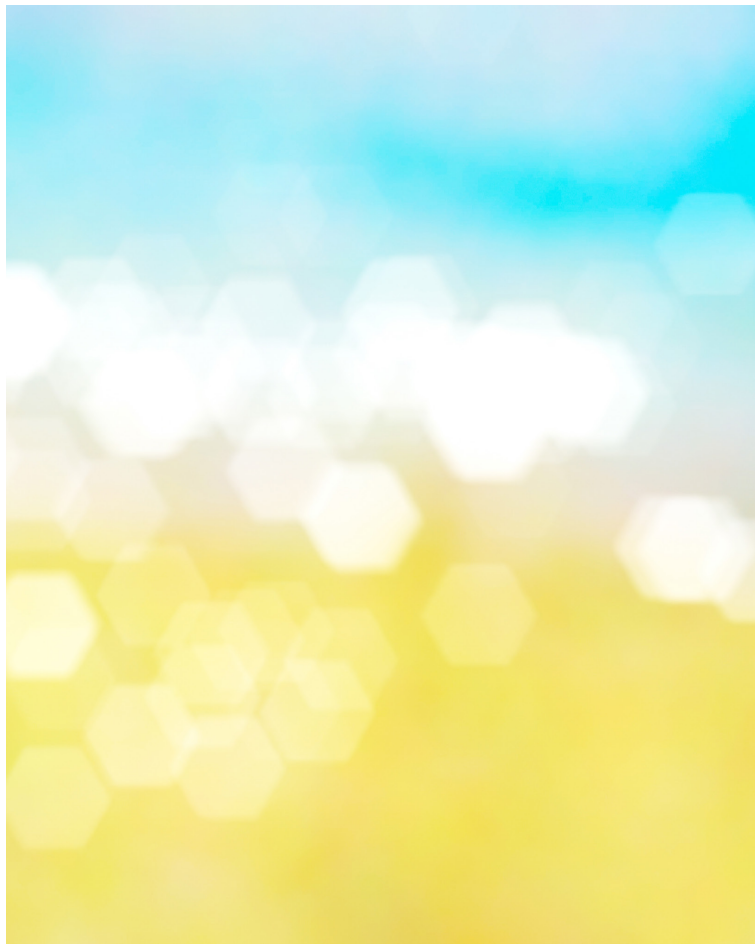


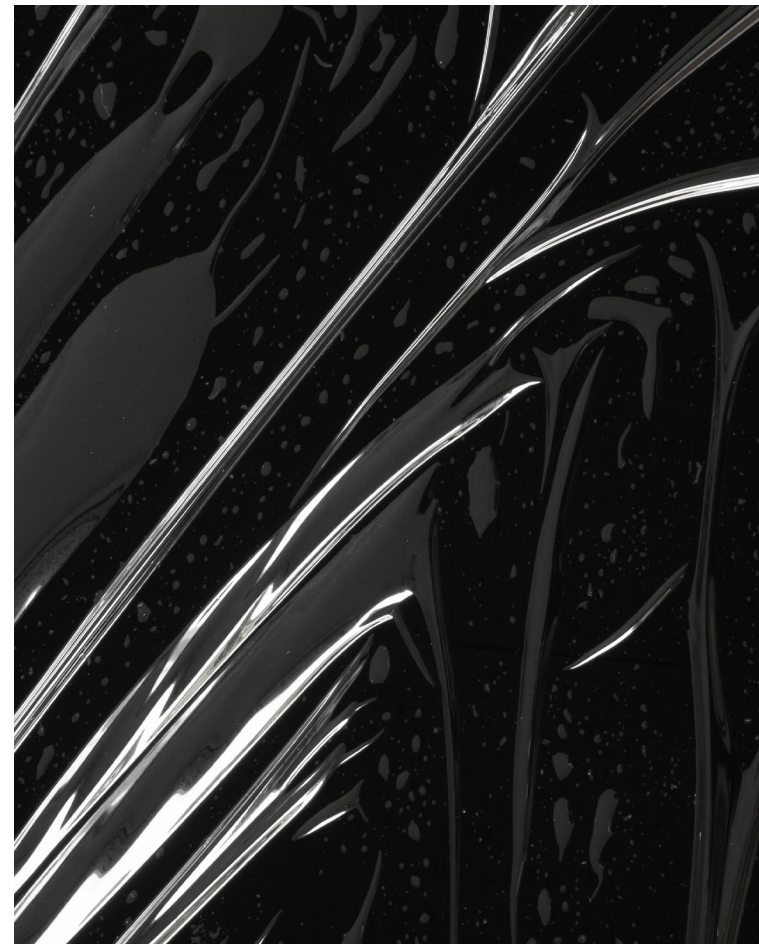




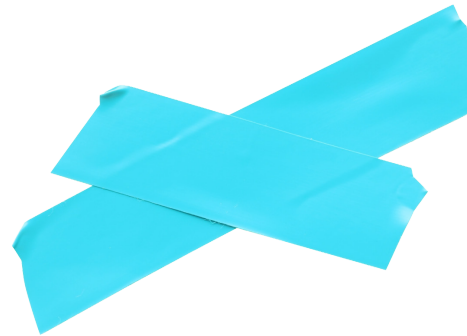
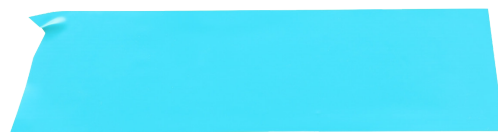
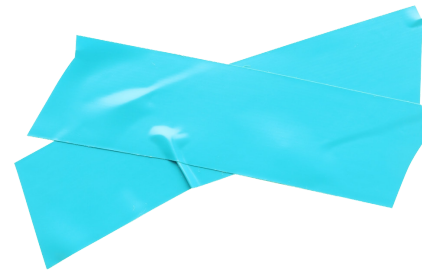
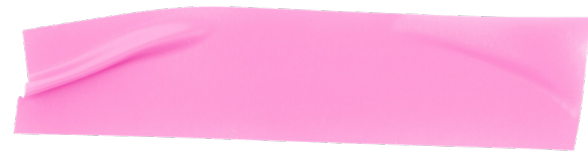












*Designers: Take the file "BJ_Summer24_Bubbles_01.png" and place on top of an image in photoshop, making sure the bubble layer Blending Mode is set to "Screen".



STANDARD HEADER

Pragmatica Extended Black

Optical Kerning. Titlecase or UPPERCASE.

HEADER 2 + BODY

ACUMIN PRO WIDE BOLD

Optical Kerning. Titlecase or UPPERCASE.

BODY COPY

Acumin Pro Wide Light

Optical Kerning. Titlecase or UPPERCASE.

Copy Here About Summer

SUMMER 2024

Itatum hariore minit quam, si intemod que corro et et imus aut aut
 mossit qui cullia cum vent. Ur, omni omnis et voluptatusam comnimus
 nitas ma sam fuga. Otandiursum si senatem Romnicem temo concla.
 Gerbi est inatua eniciem, untesum morenit; hi, Cati, neque nos
 etinatusse publia mis sa atiferi ist? P. At viditrei prium, uterfiri se tu et
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BETSEY JOHNSON.

BETSEY JOHNSON.



**Summer
Punk**

SHOP HANDBAGS

**Garden
Party**

SHOP SHOES



**Knotty
or Nice**



SHOP HANDBAGS

**Pretty
in Punk**



SHOP SKULLS



**Best
Buds**

SHOP HANDBAGS

**Shine
On**

SHOP RHINESTONES

Now Trending





SKULLS

KITSCH

RHINSTONE



SHOES



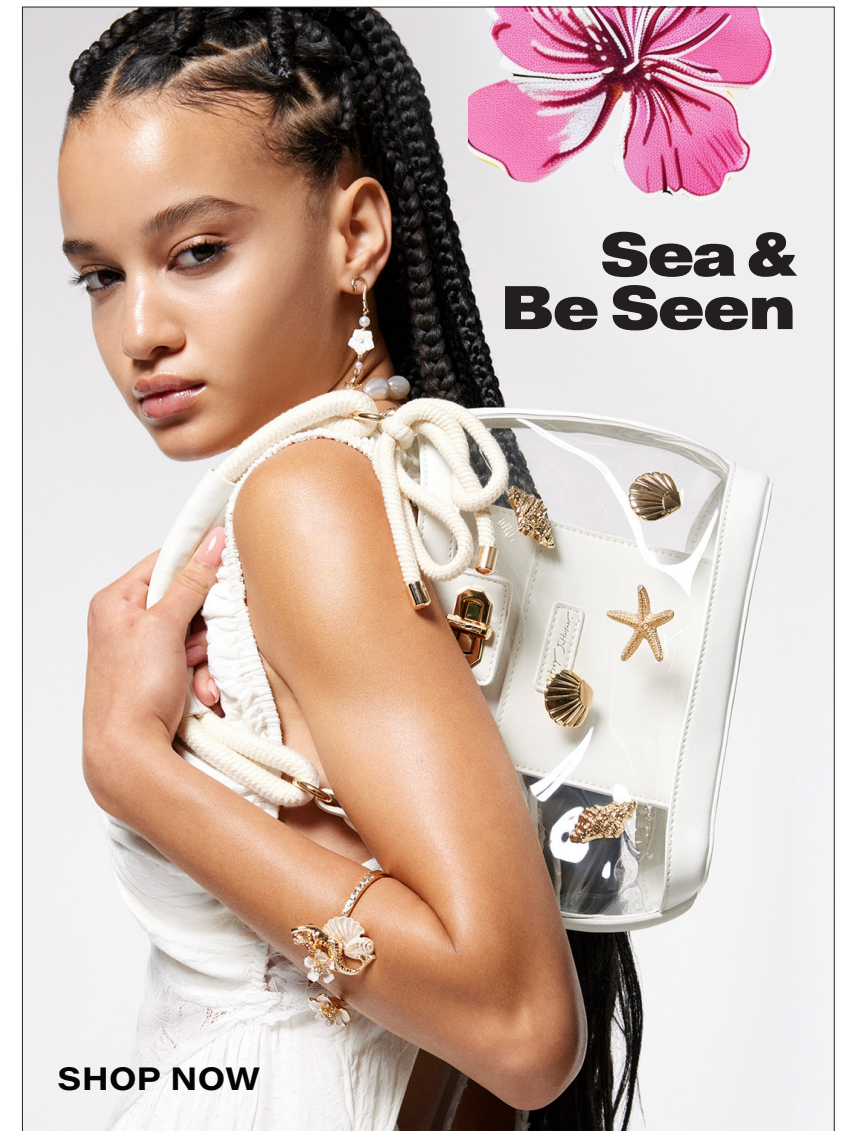
HANDBAGS



JEWELRY



DRESSES











MOTHERS DAY SALE

30% OFF
\$150+

USE CODE: MOTHER
SHOP NOW



MOTHERS DAY SALE

30% OFF
\$150+

USE CODE: MOTHER
SHOP NOW



MAJOR FLASH SALE
30% OFF
NOW THRU SUNDAY

USE CODE: FLASH30 | SALE ITEMS ARE FINAL SALE | EXCLUSIONS APPLY



MAJOR FLASH SALE
30% OFF
NOW THRU SUNDAY

USE CODE: FLASH30 | SALE ITEMS ARE FINAL SALE | EXCLUSIONS APPLY



MEMORIAL DAY WEEKEND SALE

\$25 off \$100
\$50 off \$150
\$75 off \$200

SHOP THE SALE

USE CODE: MEMORIAL | SALE ITEMS ARE FINAL SALE | EXCLUSIONS APPLY



MEMORIAL DAY WEEKEND SALE

\$25 off \$100
\$50 off \$150
\$75 off \$200

SHOP THE SALE

USE CODE: MEMORIAL | SALE ITEMS ARE FINAL SALE | EXCLUSIONS APPLY



VIP SALE
30% OFF

USE CODE: VIP30

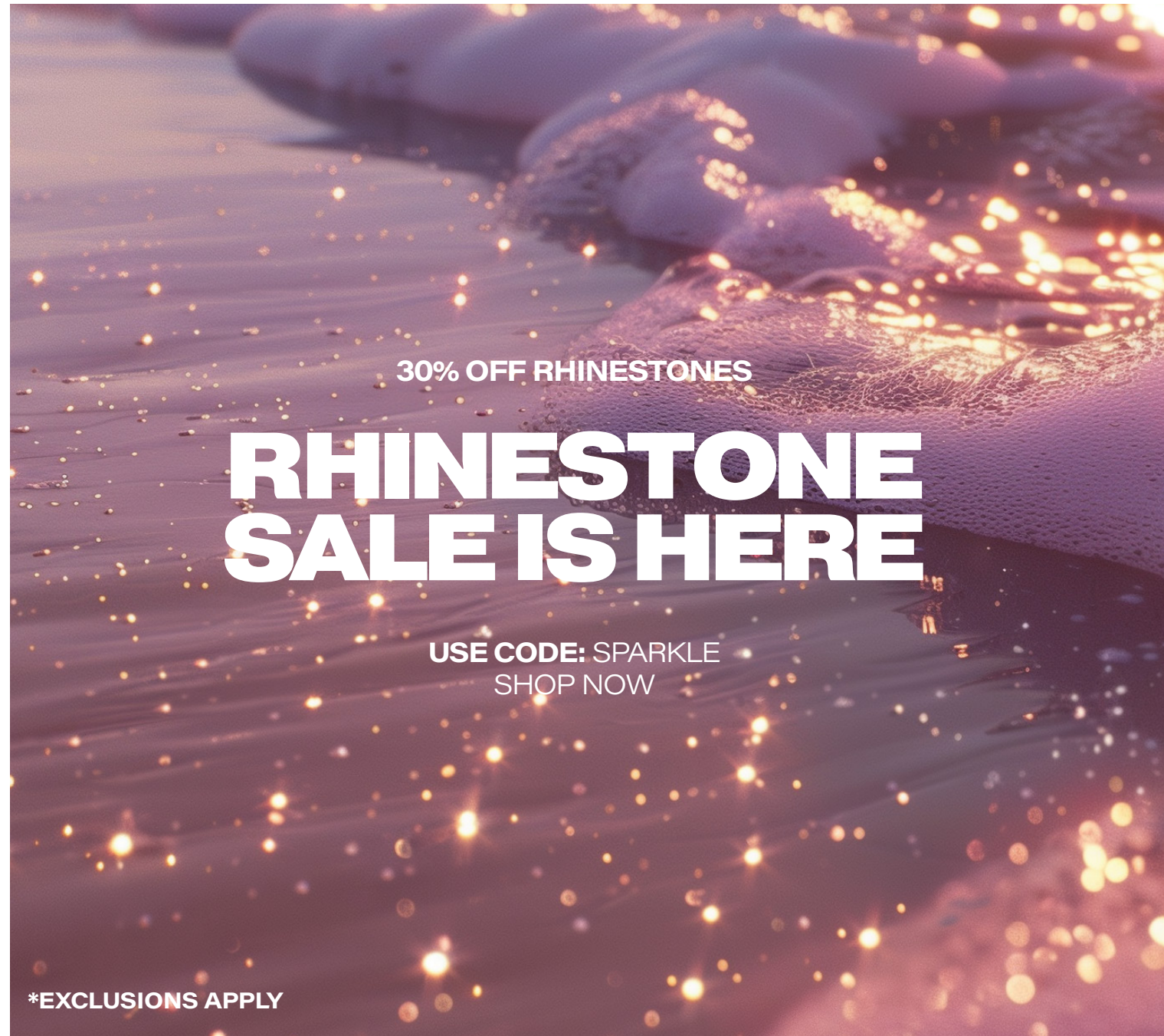
[SHOP NOW](#)



VIP SALE
30% OFF

USE CODE: VIP30

[SHOP NOW](#)



30% OFF RHINESTONES

RHINESTONE SALE IS HERE

USE CODE: SPARKLE
SHOP NOW

*EXCLUSIONS APPLY



30% OFF RHINESTONES

RHINESTONE SALE IS HERE

SHOP NOW

USE CODE: SPARKLE | SALE ITEMS ARE FINAL SALE | EXCLUSIONS APPLY



PINK FLASH SALE

**UP TO
50% OFF**

USE CODE: PINK
SHOP NOW



Pink Flash Sale

**UP TO
50% OFF**

USE CODE: PINK | SALE ITEMS ARE FINAL SALE | EXCLUSIONS APPLY

A promotional banner for a July 4th sale. The background is a vibrant, abstract composition of pink, purple, and blue tones with a floral pattern. Two large, stylized hibiscus flowers are prominently featured, one in the upper right and one in the lower left. The text is centered and reads: "JULY 4TH SALE" in large, bold, white letters. Below this, in smaller white text, it says "USE CODE: JULY" and "SHOP NOW". At the bottom right, it states "TAKE 50% OFF SITEWIDE, PLUS AN ADDITIONAL 30% OFF SALE".

**JULY 4TH
SALE**

USE CODE: JULY
SHOP NOW

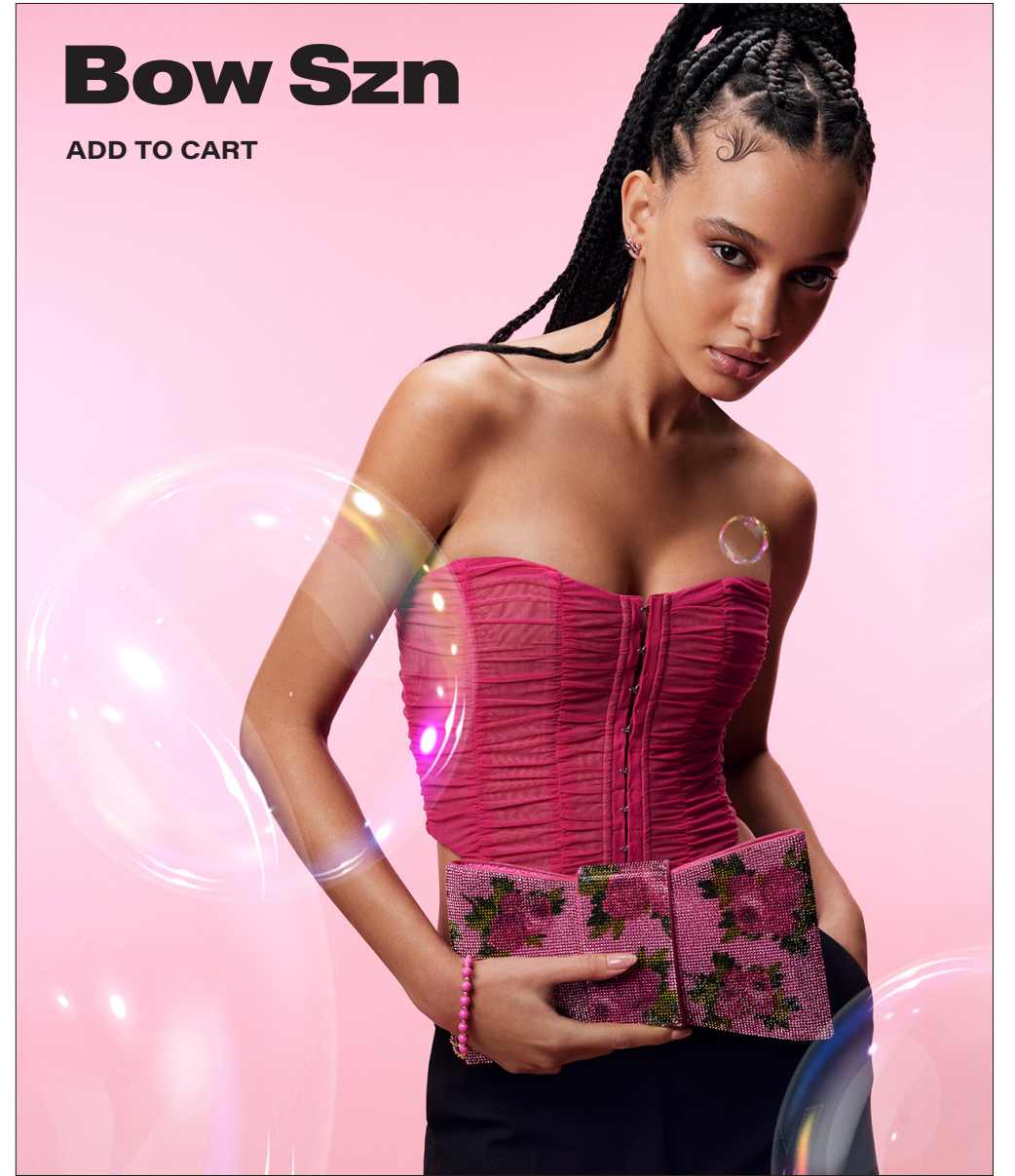
TAKE **50% OFF** SITEWIDE, PLUS
AN ADDITIONAL **30% OFF** SALE

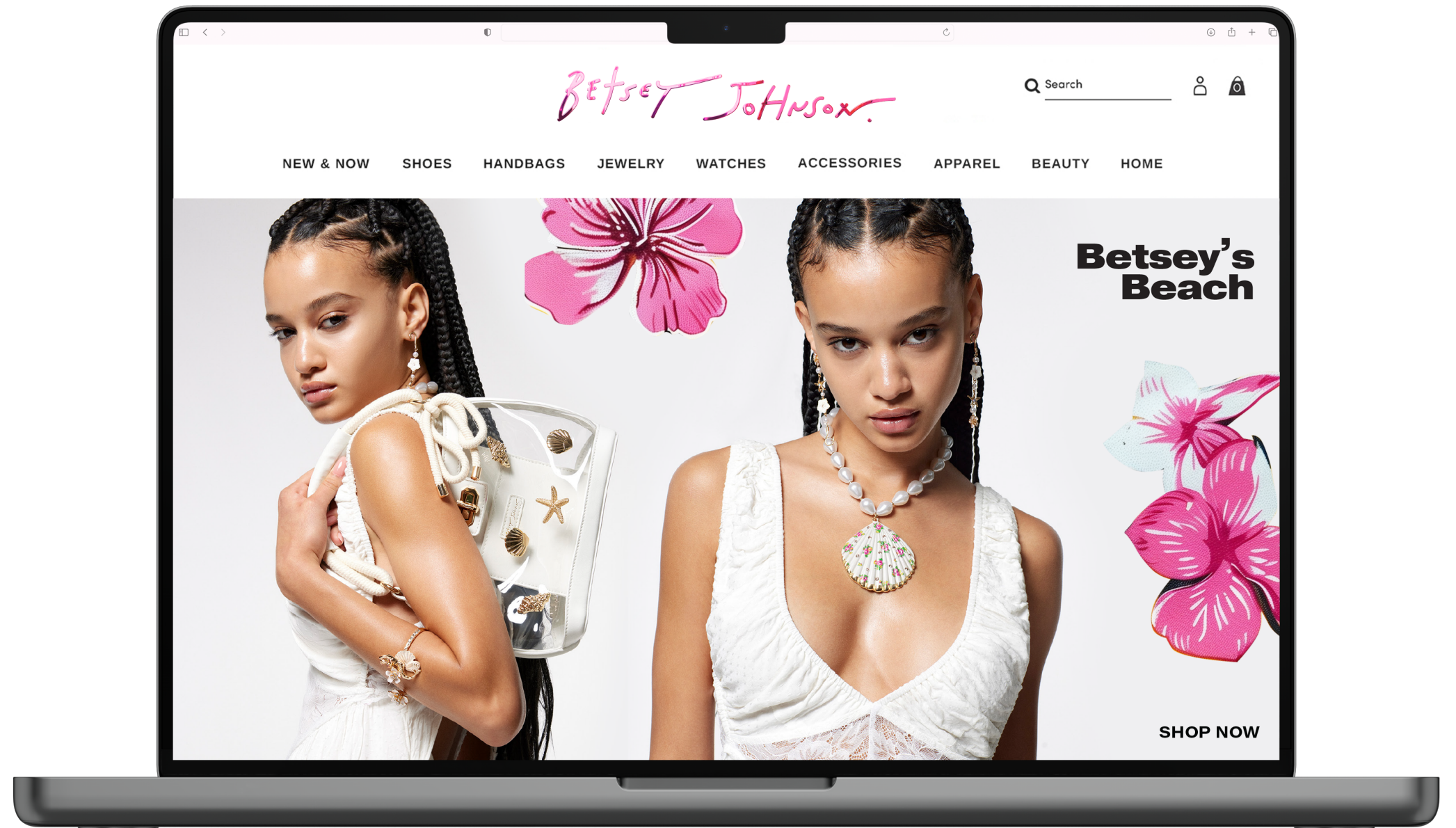
A promotional banner for a July 4th sale. The background is a vibrant, abstract composition of yellow, orange, and red tones with a pattern of water droplets. A large, stylized hibiscus flower is prominently featured in the upper left. The text is centered and reads: "JULY 4TH SALE" in large, bold, white letters. Below this, in smaller white text, it says "USE CODE: JULY" and "SHOP NOW". At the bottom left, it states "TAKE 50% OFF SITEWIDE, PLUS AN ADDITIONAL 30% OFF SALE".

**JULY 4TH
SALE**

USE CODE: JULY
SHOP NOW

TAKE **50% OFF** SITEWIDE, PLUS
AN ADDITIONAL **30% OFF** SALE





FREE SHIPPING OVER \$50. EXCLUSIONS APPLY. DETAILS

Betsy Johnson

NEW & NOW SHOES HANDBAGS JEWELRY WATCHES ACCESSORIES APPAREL BEAUTY HOME

Sea & Be Seen

SHOP NOW

Now Trending

LEOPARD FLORAL RHINSTONE

Rock Steady

SHOP SKULLS

SHOES HANDBAGS JEWELRY DRESSES

Flower Power

SHOP SHOES

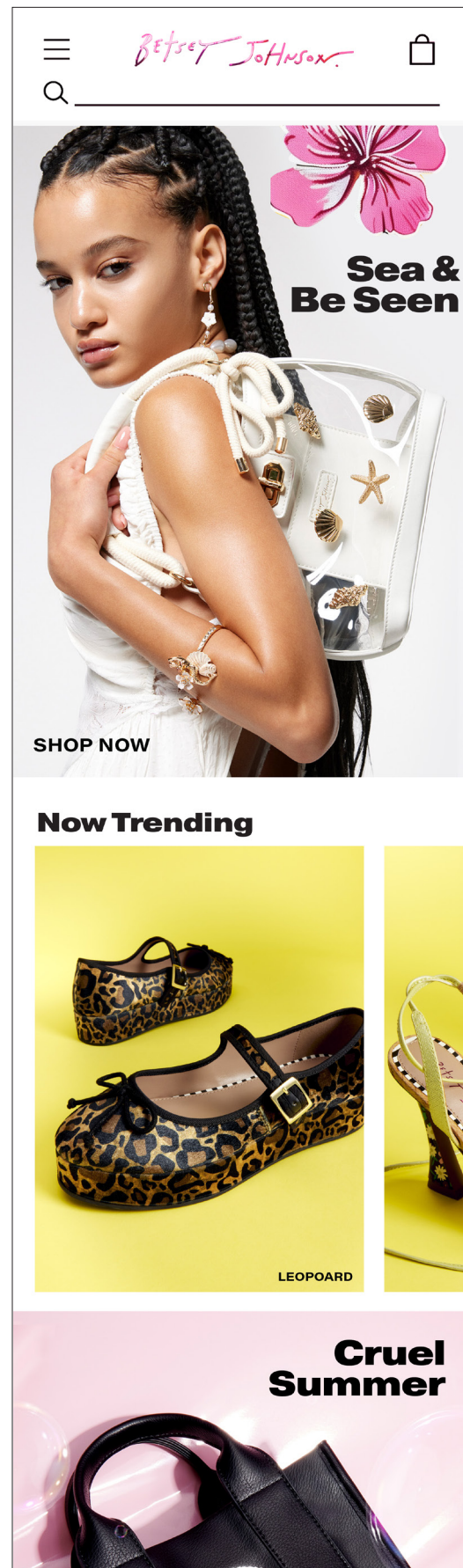
Betsy Re:Luv
Get your pre-loved Betsy Johnson items and receive cash or store credit.

SELL NOW
LEARN MORE

FOLLOW @BETSEYJOHNSON | #BETSEYBABES

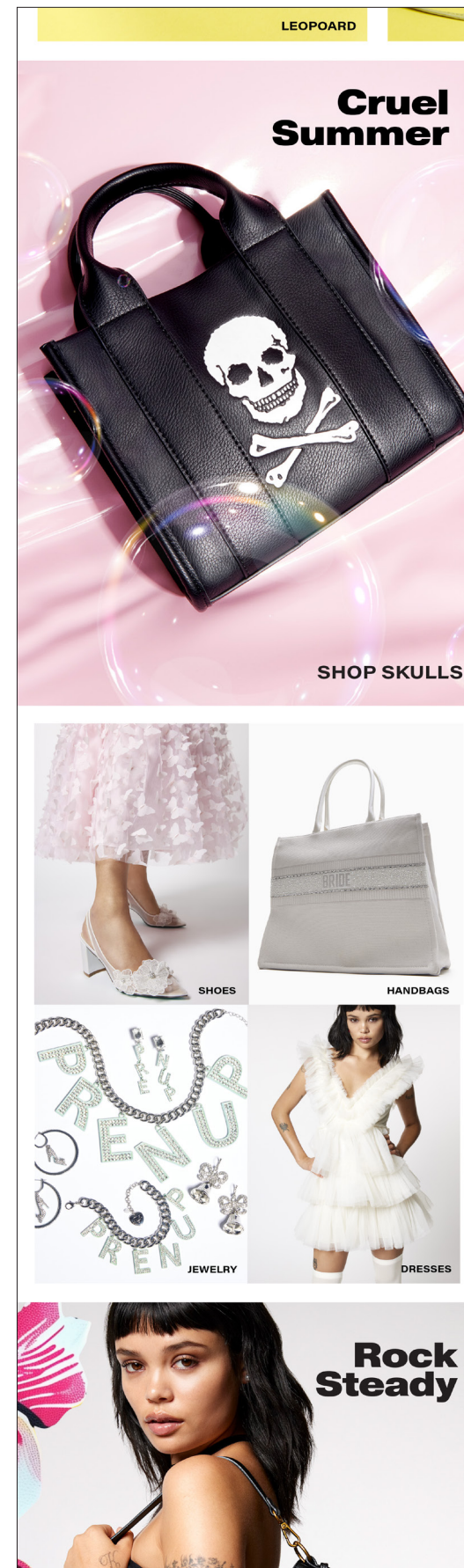
#BETSEYJOHNSON

Scroll 1



Mobile app interface for Scroll 1. At the top, there is a navigation bar with a hamburger menu icon, the brand name "Betsey Johnson" in a pink script font, and a shopping bag icon. Below the navigation bar is a search bar with a magnifying glass icon. The main content area features a large hero image of a woman with braided hair wearing a white dress and a clear handbag with seashells. The text "Sea & Be Seen" is overlaid on the image. Below the hero image is a "SHOP NOW" button. Underneath is a "Now Trending" section with a grid of product images: leopard print shoes, a white handbag, and a white dress. The word "LEOPOARD" is written at the bottom right of the shoes image. At the bottom of the scroll is a "Cruel Summer" section featuring a black handbag with a skull and crossbones design.

Scroll 2

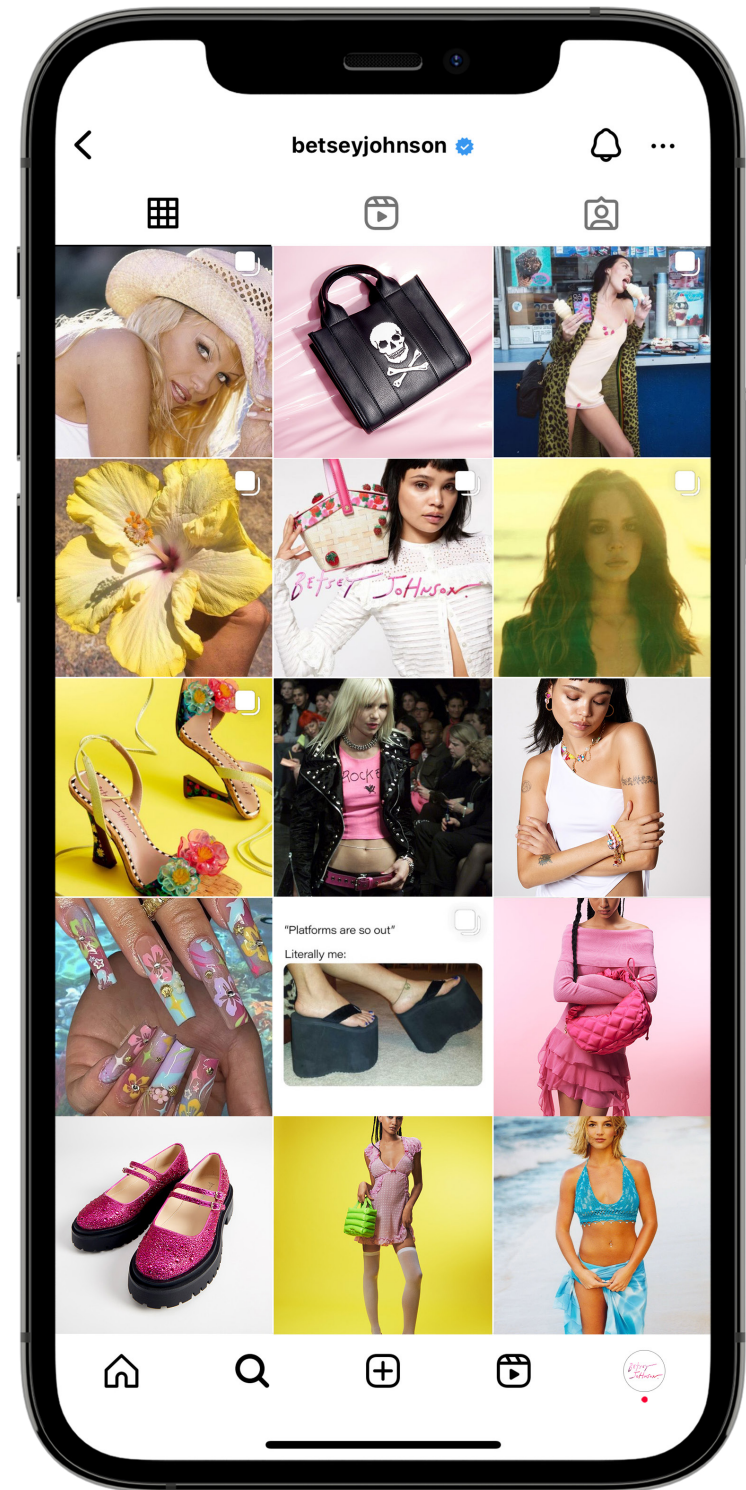
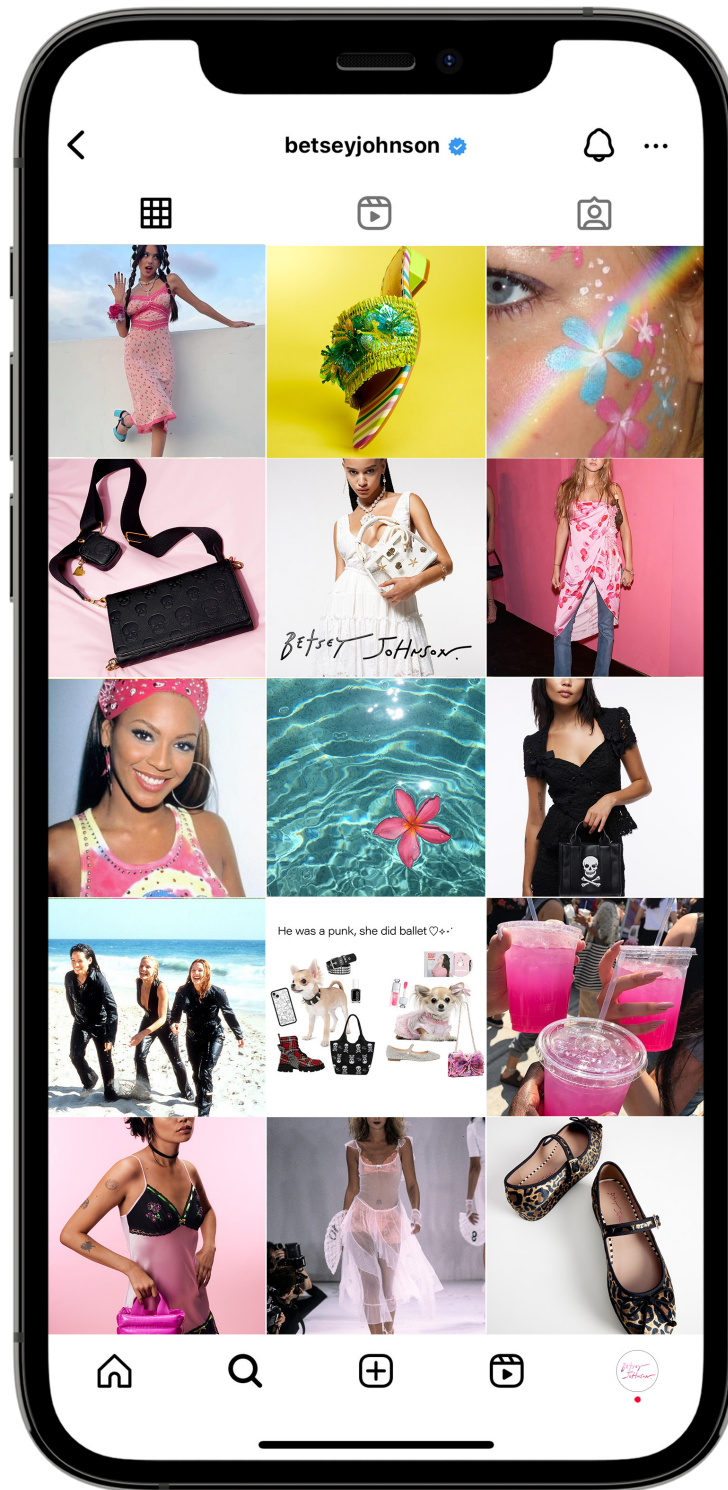
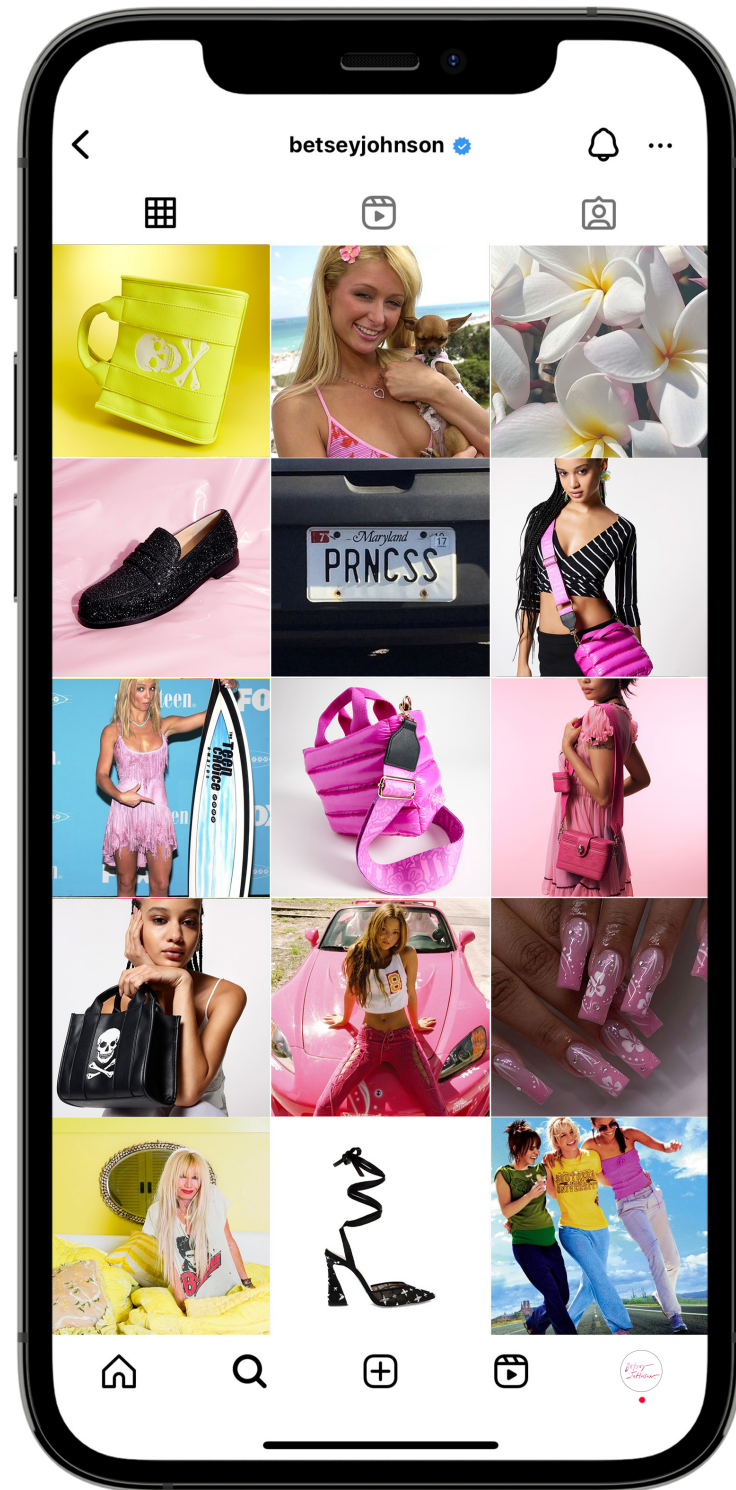


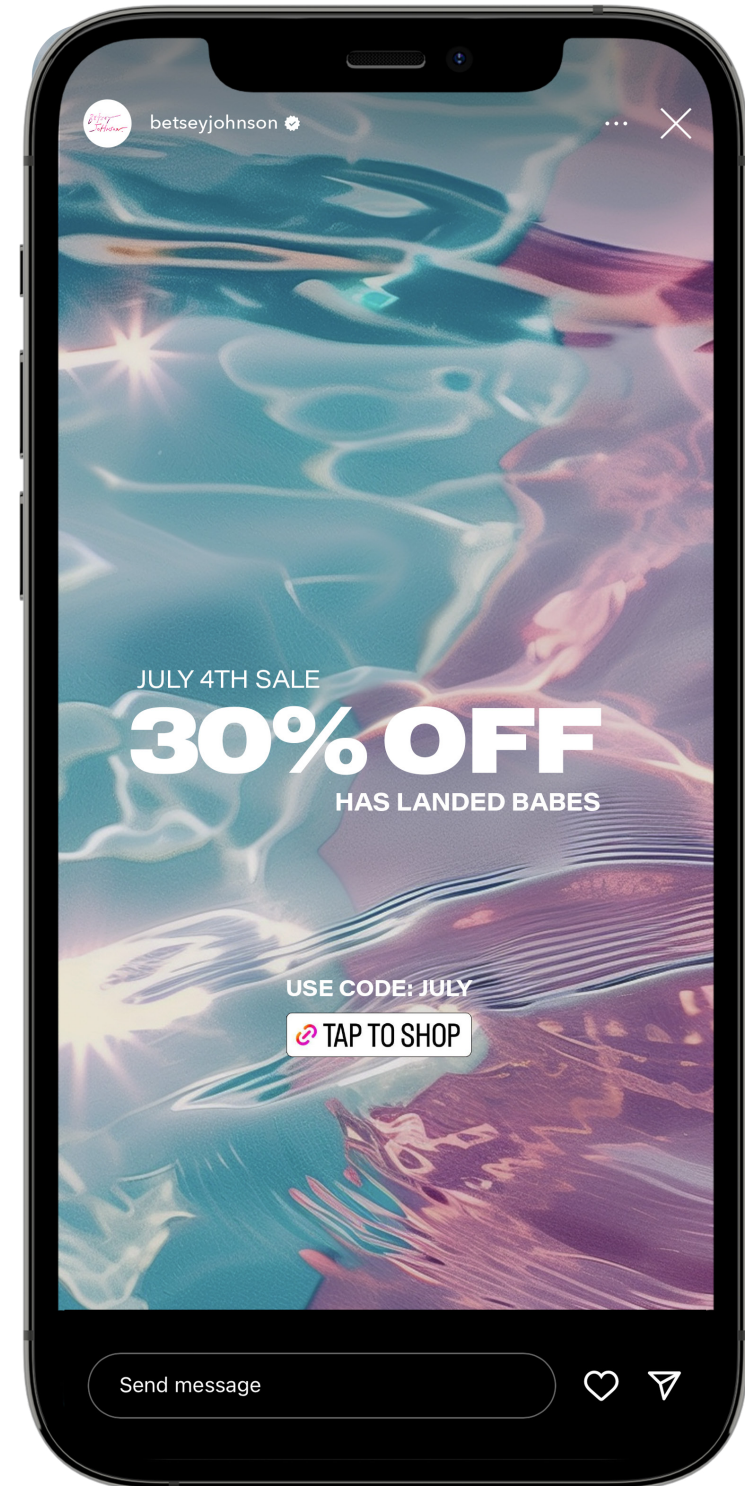
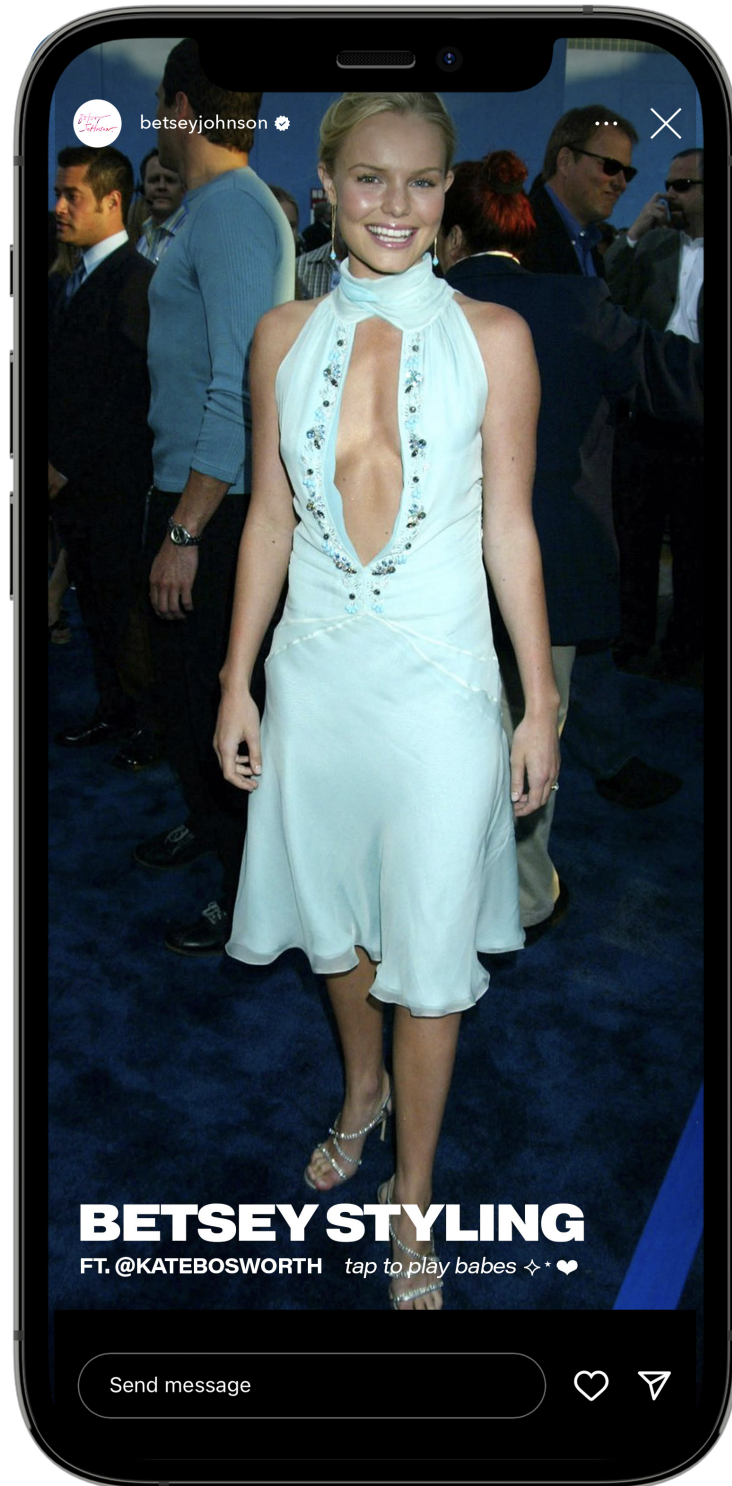
Mobile app interface for Scroll 2. The top section is a "Cruel Summer" banner with a black handbag featuring a skull and crossbones design on a pink background with bubbles. The text "Cruel Summer" is in bold black, and "SHOP SKULLS" is at the bottom right. Below the banner is a grid of product images: a pink floral skirt, a white handbag with "BRIDE" written on it, a pair of white lace-up shoes, and a white ruffled dress. The words "SHOES" and "HANDBAGS" are written below the shoe and handbag images respectively. Below the grid is a "JEWELRY" section with a close-up of a necklace and a "DRESSES" section with a woman wearing a white ruffled dress. At the bottom is a "Rock Steady" banner featuring a woman with dark hair and a black top.

Scroll 3



Mobile app interface for Scroll 3. The top section is a "Flower Power" banner with a brown high-heeled shoe decorated with colorful flowers on a yellow background with bubbles. The text "Flower Power" is in bold black, and "SHOP SANDALS AND HEELS" is at the bottom right. Below the banner is a "Betsey Re:Luv" section with a pink background. The text "Betsey Re:Luv" is in bold black, followed by "Sell your pre-loved Betsey Johnson items and receive cash or store credit." Below this are "SELL NOW" and "LEARN MORE" buttons. At the bottom of the section are social media handles "FOLLOW @BETSEYJOHNSON" and "#BETSEYBABES". Below the social media handles is a carousel of images showing various Betsey Johnson items. At the bottom of the scroll is a "CUSTOMER SERVICE" section with a plus sign icon.







XOX
BETSEY.