

BETSEY JOHNSON

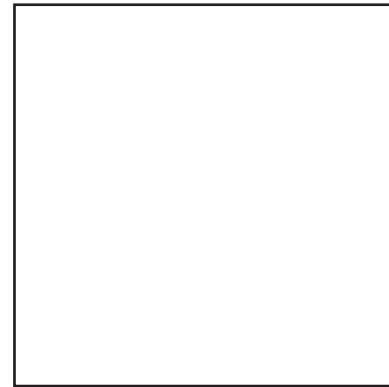


GROUND- BREAKING FLORALS FOR SPRING

SPRING 2023

Because if it's by Betsey then it's never basic. The Spring '23 Campaign is a bubbly mocktail of pretty meets punk. A spin on "ground-breaking florals" this season gives all the punchy, flowery patterns, reimagined in an edgy, moody dreamscape. Graphic treatments maintain Betsey's chic, crisp aesthetic while embracing the grunge. Like sipping tea in an English garden of major misfits. What a dreamy place to be.





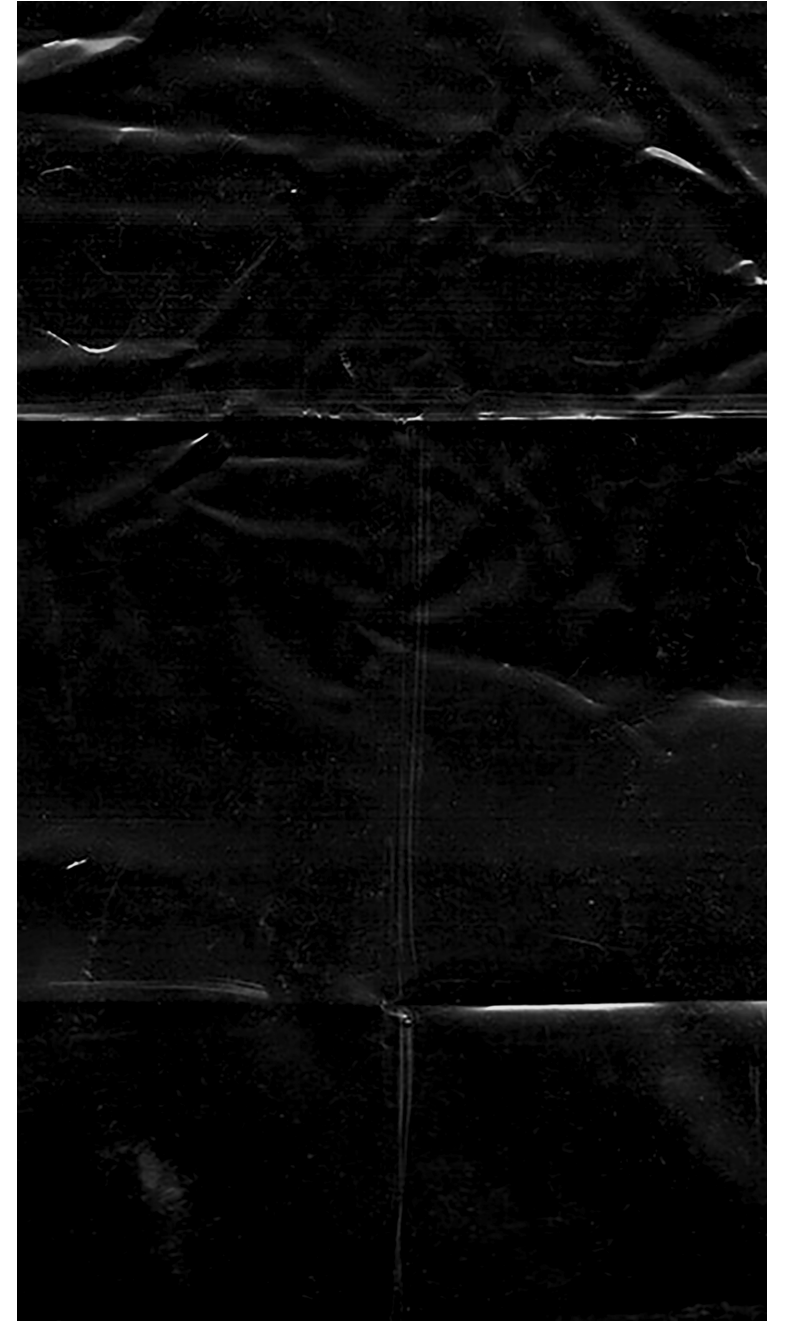
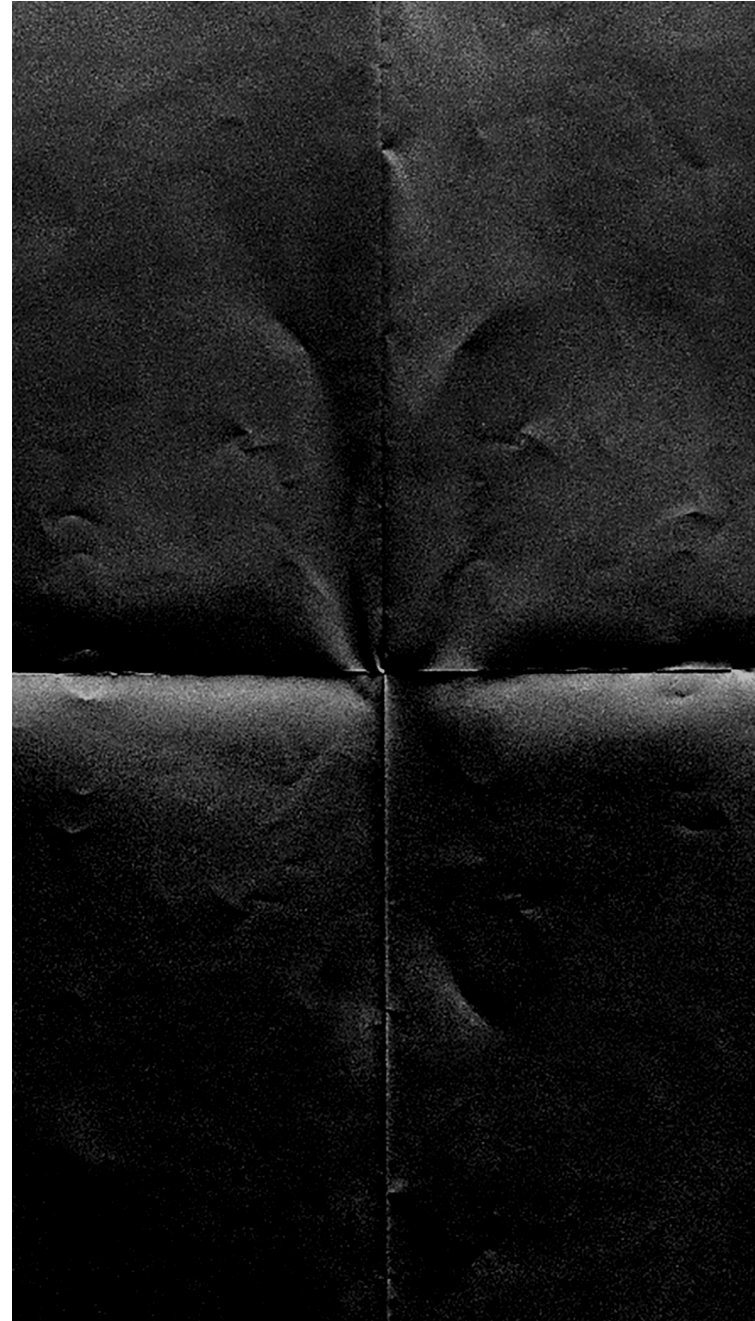
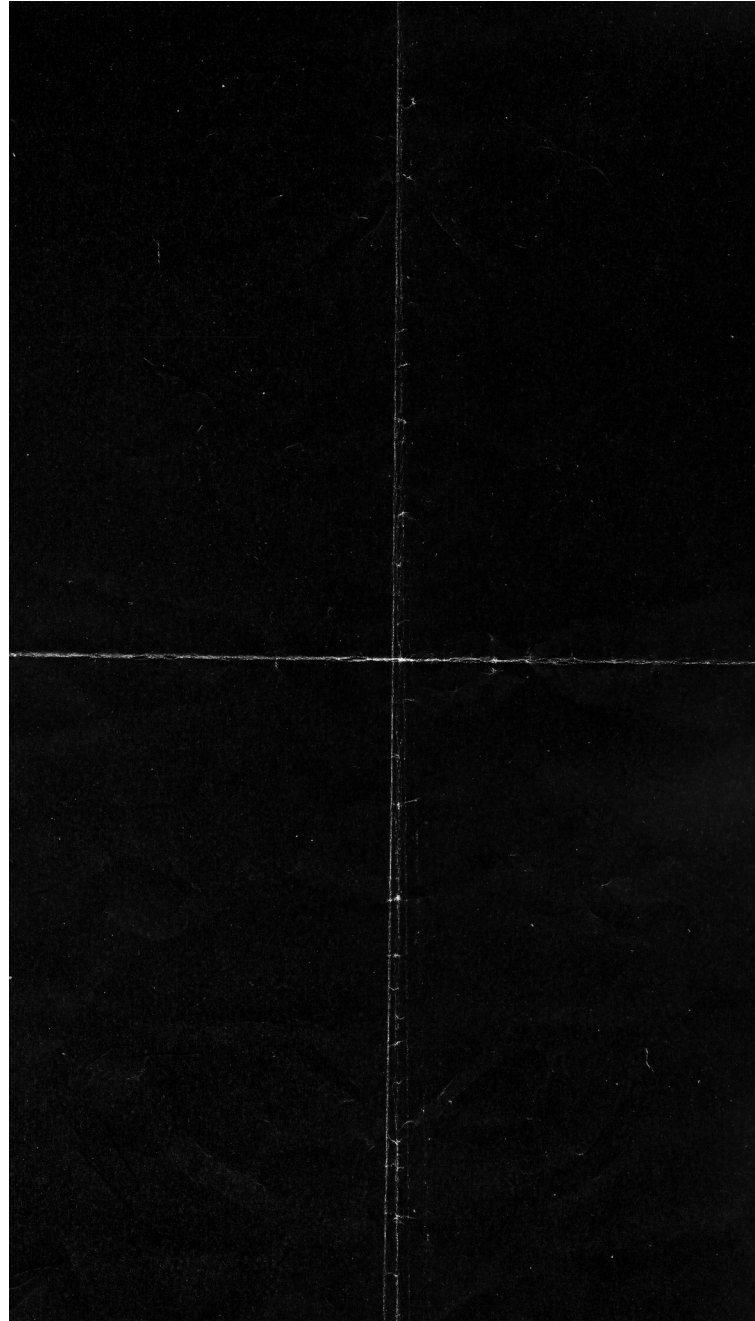
White

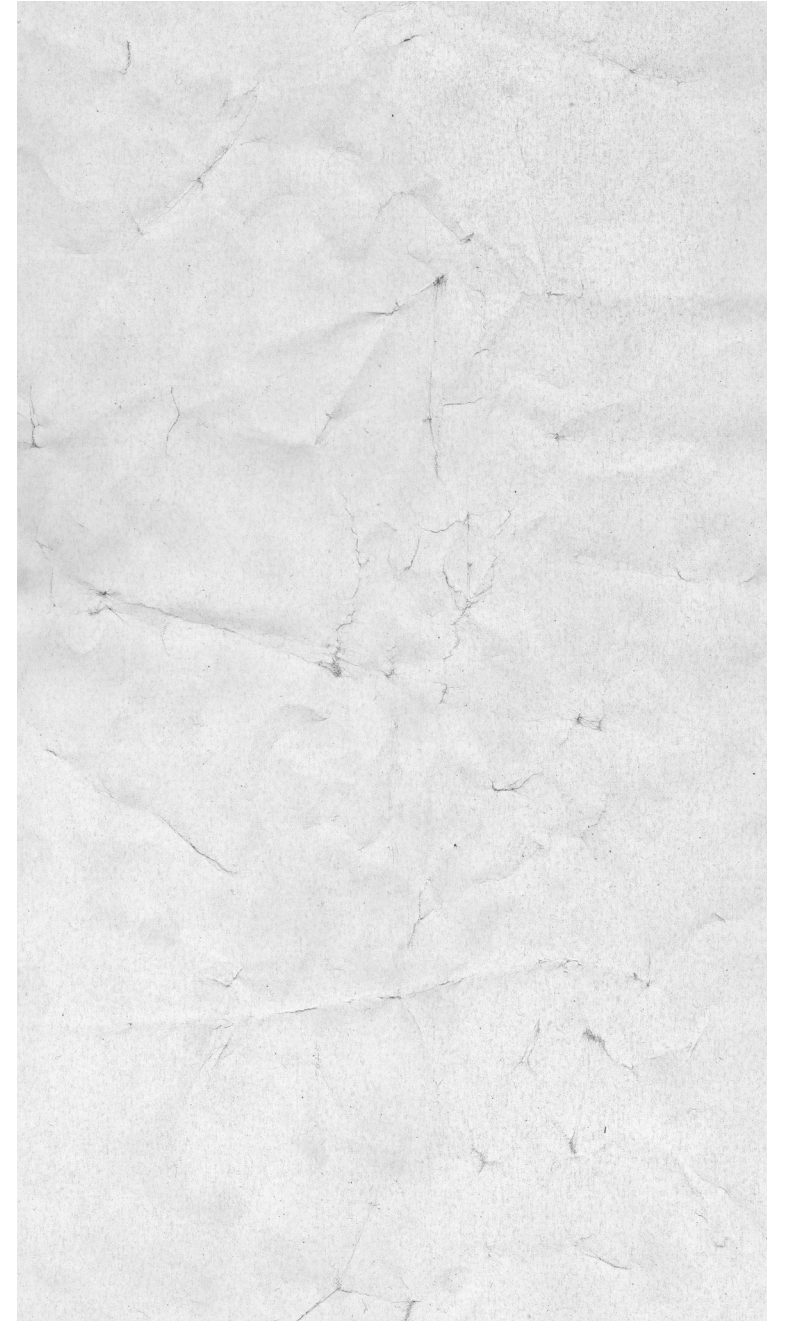
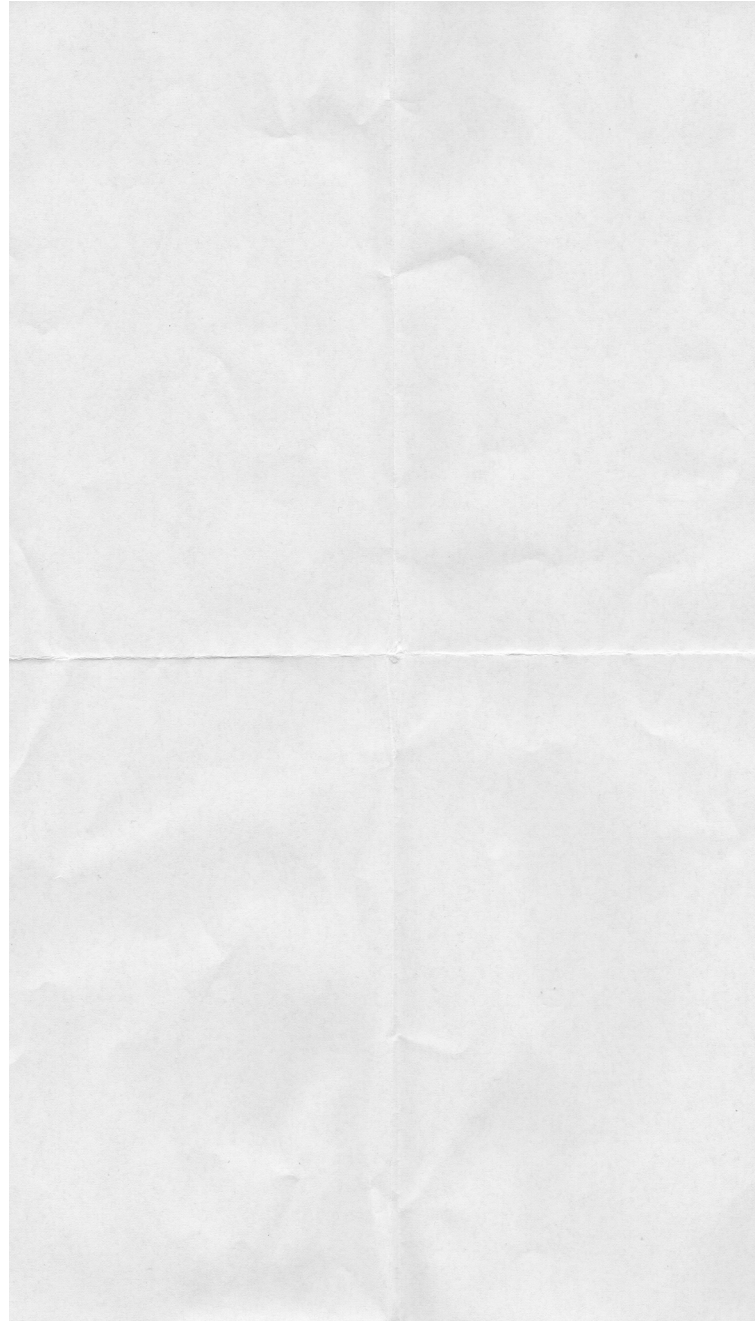


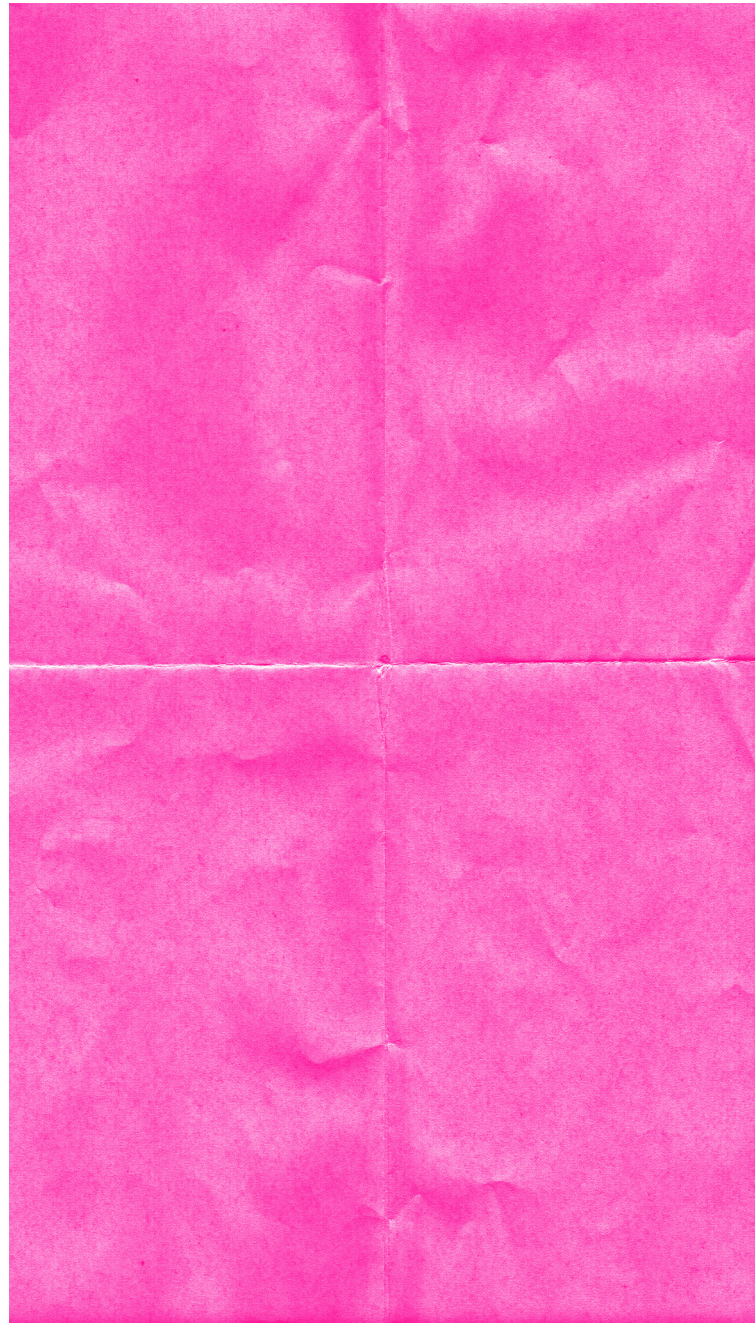
Black



RGB: 255 | 41 | 193
CMYK: 9 | 85 | 0 | 0
HEX: #ff29c1







CUSTOM HEADER 1

PRAGMATICA EXTENDED BLACK

Optical Kerning.

HEADER 2 + BODY

GOTHAM BOLD

Optical Kerning.

BODY COPY

Gotham Book


Optical Kerning.

SPRING 2023


SUMMER 2022

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.

NEW IN
SHOP NEW IN

A woman with long, dark braids is wearing a vibrant pink, off-the-shoulder dress with white polka dots and ruffled detailing. She is looking directly at the camera with a serious expression.

SPRING FEVER
SHOP NEW IN HANDBAGS

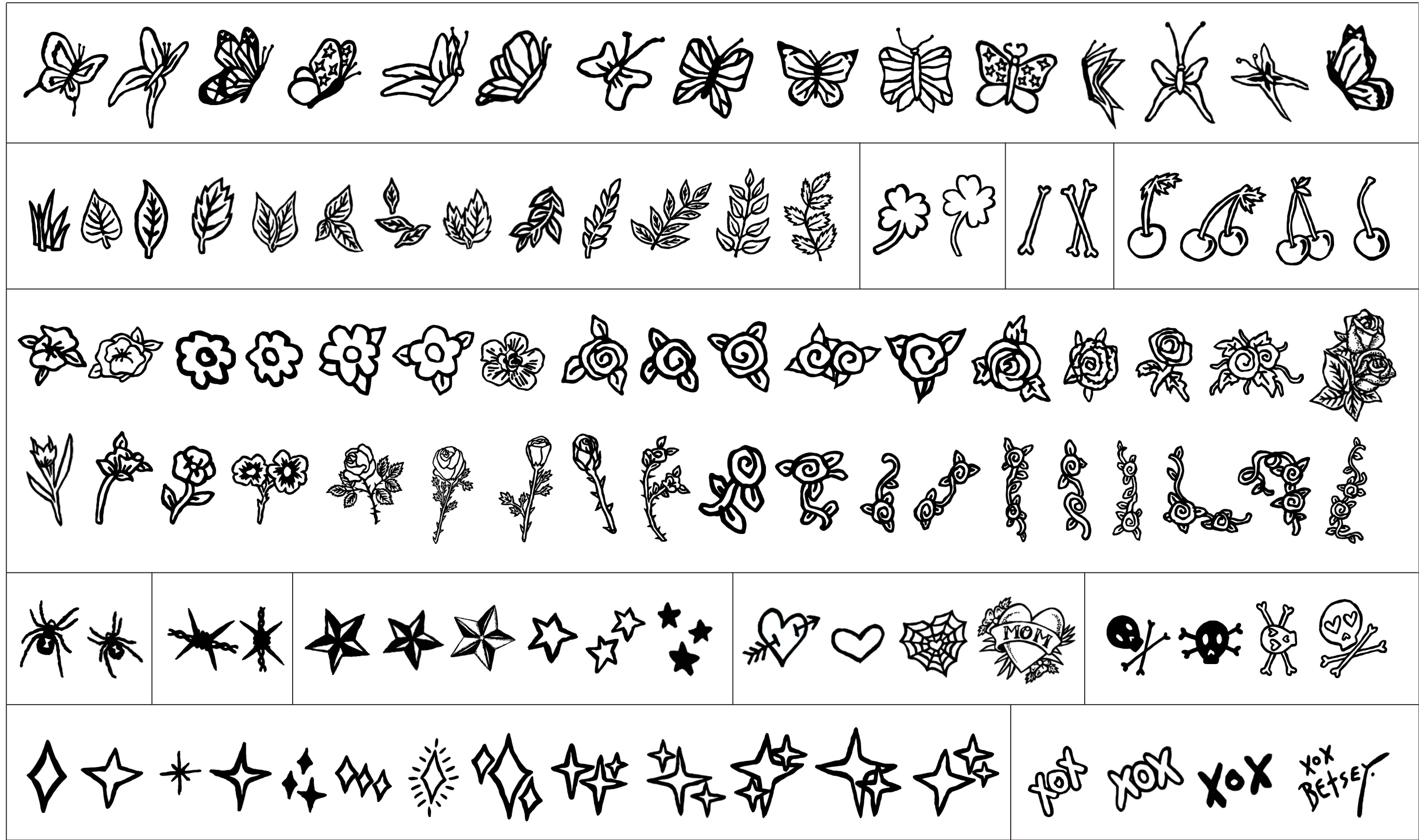
A woman with long, wavy brown hair is shown in profile, looking back over her shoulder. She is wearing a bright pink top and carrying a large, colorful handbag with a rainbow pattern and a gold star. The bag also features a white heart and a purple star.

PRETTY 'N PUNK
SHOP NOW

A woman with long, dark hair is shown in profile, looking back over her shoulder. She is wearing a leopard print dress and carrying a large, black handbag with a white pattern. Her hair is blowing in the wind.

BETSEY BABES!
SIGN UP FOR EMAILS


A woman with long, wavy brown hair is wearing a black, sleeveless dress with white polka dots and a tiered skirt. She is also wearing white lace tights and black high-heeled shoes. She is posing with one leg raised.





GROUPS OF 3+. SMALL SCALE, RELATING TO CLOTHING PRINT

BETSEY JOHNSON



BETSEY JOHNSON



**BELSEY
JOHNSON**

BELSEY

















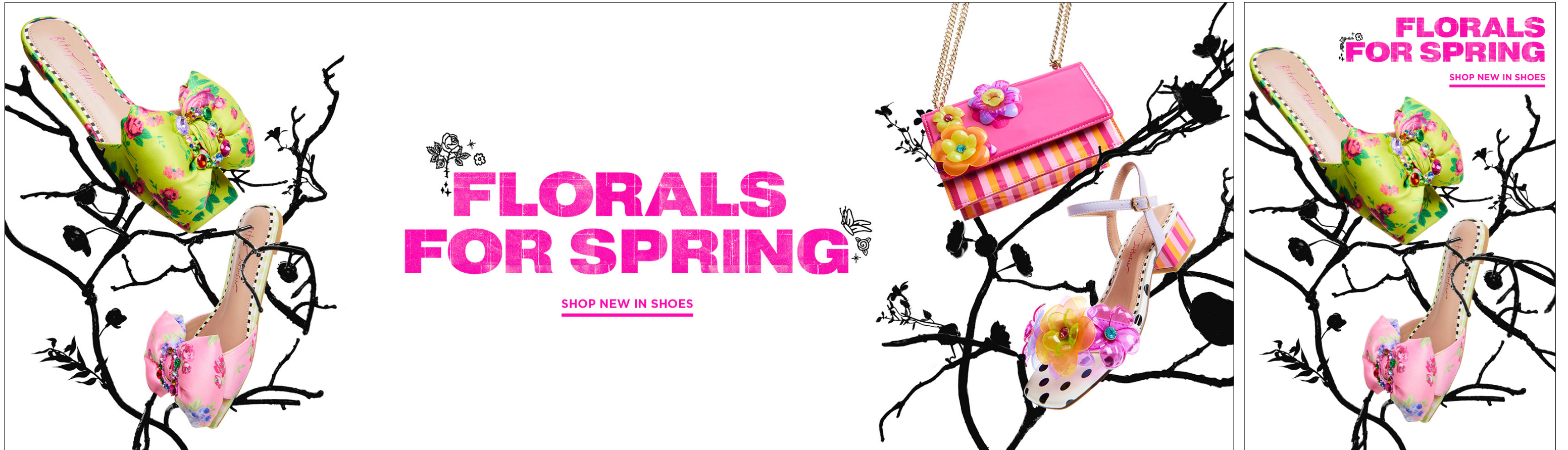
**SHOP NEW IN
HANDBAGS**

SHOP NOW

**SHOP NEW IN
HANDBAGS**

SHOP NOW

The banner is divided into three main sections. On the left is a product shot of a black handbag with a repeating skull pattern, a black scarf with a white pattern, and a black strap with gold-colored metal tips. The center section features the text 'SHOP NEW IN HANDBAGS' in a large, bold, black font with a white outline, and 'SHOP NOW' in a smaller, black font with a white underline below it. On the right are two identical lifestyle images of a model with long, thin braids, wearing a leopard-print top and carrying the handbag. The text 'SHOP NEW IN HANDBAGS' and 'SHOP NOW' is overlaid on the top left of these images.



**FLORALS
FOR SPRING**

SHOP NEW IN SHOES

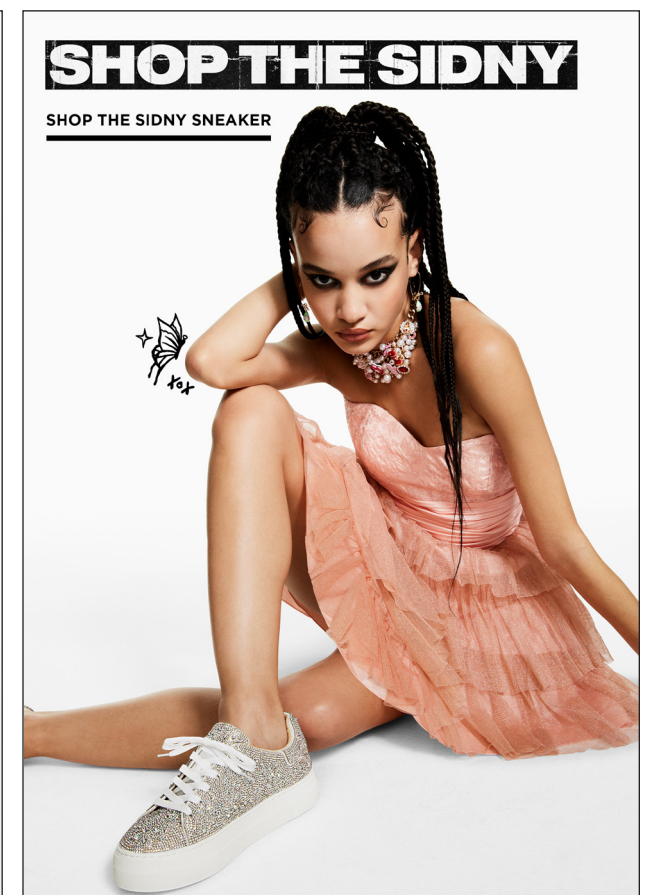
**FLORALS
FOR SPRING**

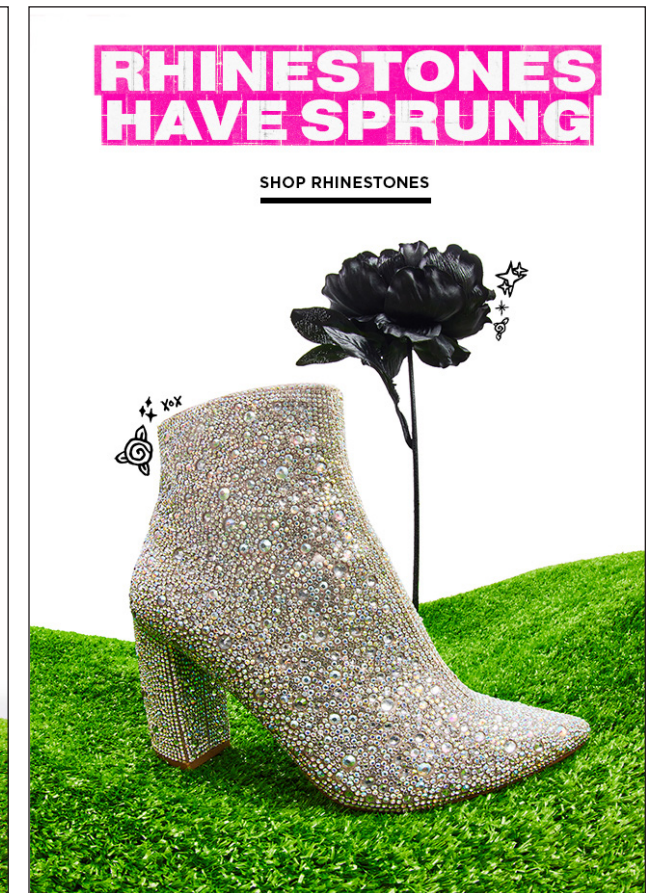
SHOP NEW IN SHOES

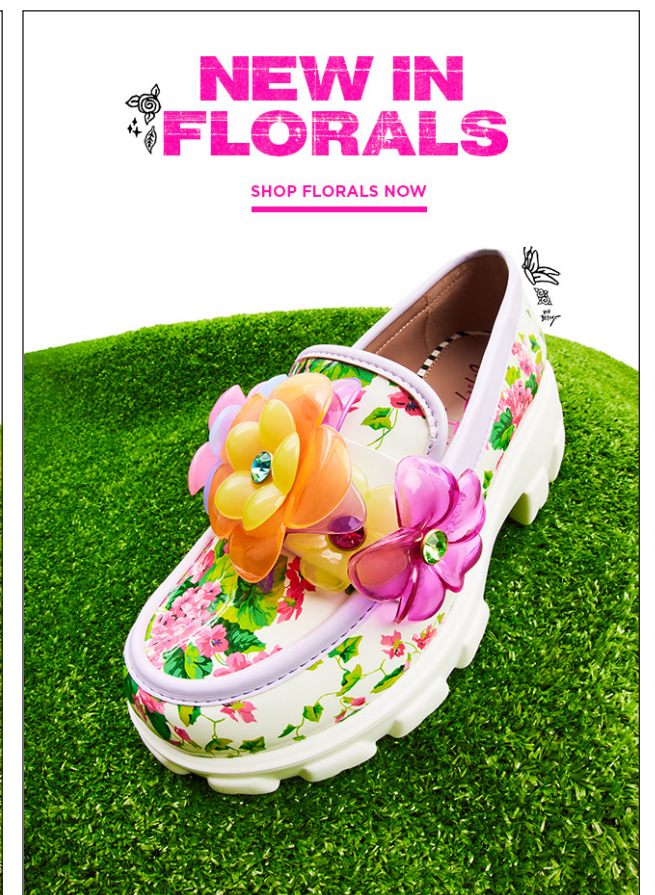


The image displays three distinct promotional banners for floral-themed fashion items. Each banner features a different style of footwear and a matching accessory, all adorned with a vibrant, multi-colored floral pattern.

- Left Banner:** Shows a high-top sneaker with white laces and a white sole, and a rectangular crossbody bag with a silver chain strap. The items are set against a background of dark, bare branches. The text "SHOP THE FLORAL FAVS" is prominently displayed in large, bold, white letters on a black background, with "SHOP FLORALS NOW" in smaller text below it.
- Middle Banner:** Features a pair of high-heeled boots with a pointed toe, resting on a bed of bright green grass. The boots are surrounded by several large, dark, artificial roses. A small floral icon is visible to the right of the boots.
- Right Banner:** Displays a pair of loafers with a moccasin-style toe patch, also resting on green grass and surrounded by dark roses. The text "FLORAL FAVS" is at the top in large, bold, white letters on a black background, with "SHOP FLORALS NOW" below it.



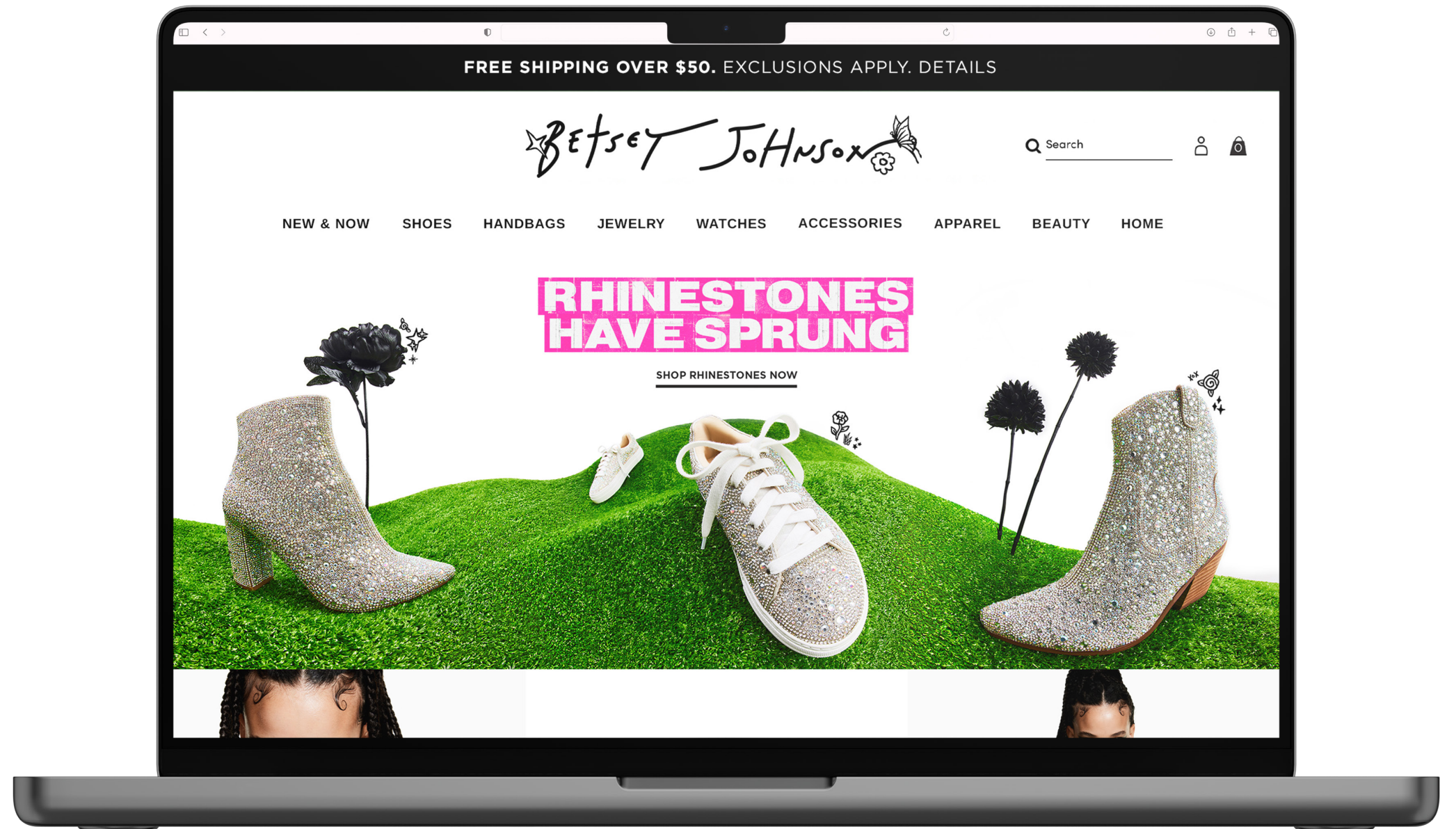
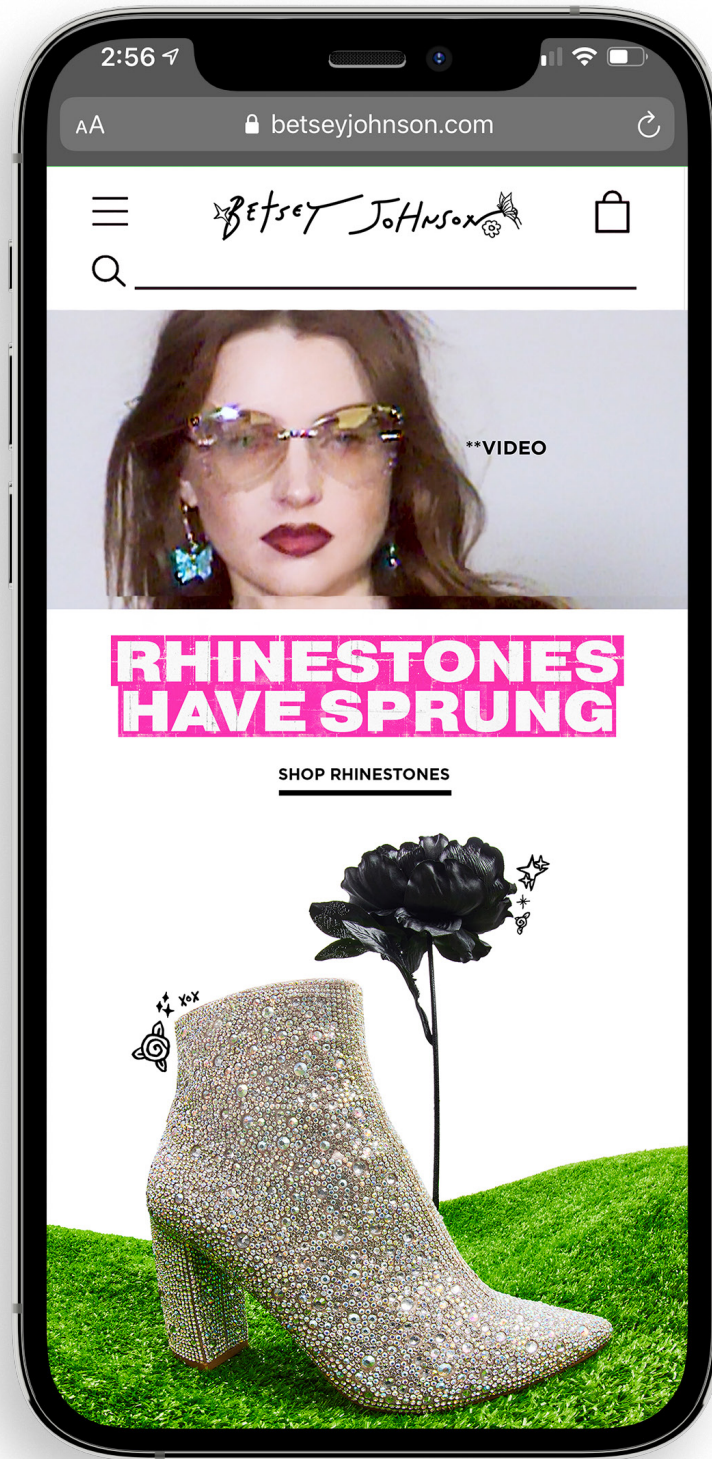






DESKTOP BANNER: ANIMATED HORIZONTAL SCROLL.





FREE SHIPPING OVER \$50. EXCLUSIONS APPLY. DETAILS

Betsey Johnson Search

NEW & NOW SHOES HANDBAGS JEWELRY WATCHES ACCESSORIES APPAREL BEAUTY HOME

RHINESTONES HAVE SPRUNG

SHOP RHINESTONES NOW

SHOP JEWELRY SHOP HANDBAGS SHOP DRESSES

****VIDEO**

SHOP ALL SHOES

SHOP BEST SELLING RHINESTONE STYLES

BETSEY RE:LUV

A SPACE TO BUY AND SELL PRE-LOVED BETSEY JOHNSON SHOES, BAGS, ACCESSORIES & APPAREL.

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Scroll 1

☰ **BETSEY JOHNSON** 🛒

🔍 _____




RHINESTONES HAVE SPRUNG

[SHOP RHINESTONES](#)





Scroll 2




DRESSES


[SHOP NOW](#)




[SHOP JEWELRY](#)



[SHOP HANDBAGS](#)



Scroll 3



SHOES


[SHOP NOW](#)

BETSEY RE:LUV

A SPACE TO BUY AND SELL PRE-LOVED BETSEY JOHNSON SHOES, BAGS, ACCESSORIES & APPAREL.

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SIGN UP & GET 20% OFF*

Enter your email address [>](#)

*Some exclusions apply

Do Not Sell My Personal Information

COMPANY +

CUSTOMER SERVICE +

Scroll 1

BETSEY JOHNSON

NEW SHOES BAGS JEWELRY SALE

RHINESTONE SEASON

SHOP NOW

DIVA BOOTIE

Scroll 2

DIVA BOOTIE



SB-SIDNY



SB-ARON



SB-DIVA



SB-CADY

SHOP NOW

SHOP NOW, PAY LATER WITH afterpay

NEW & NOW

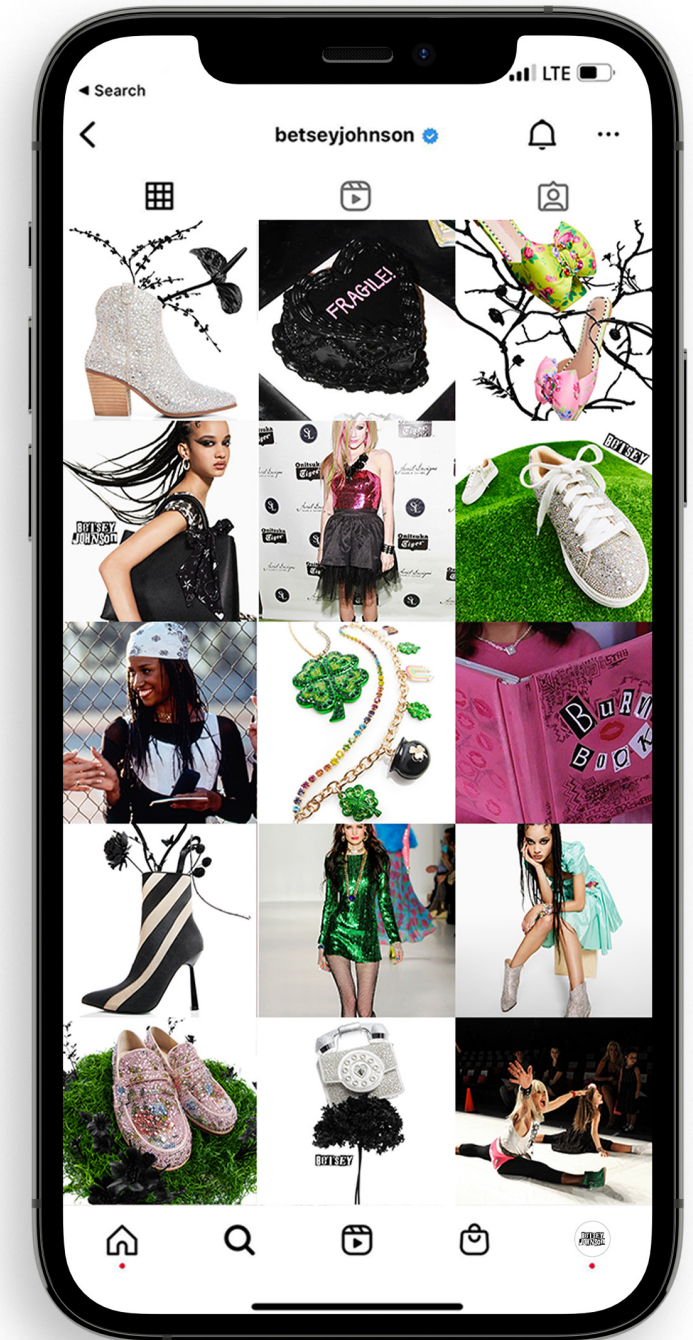
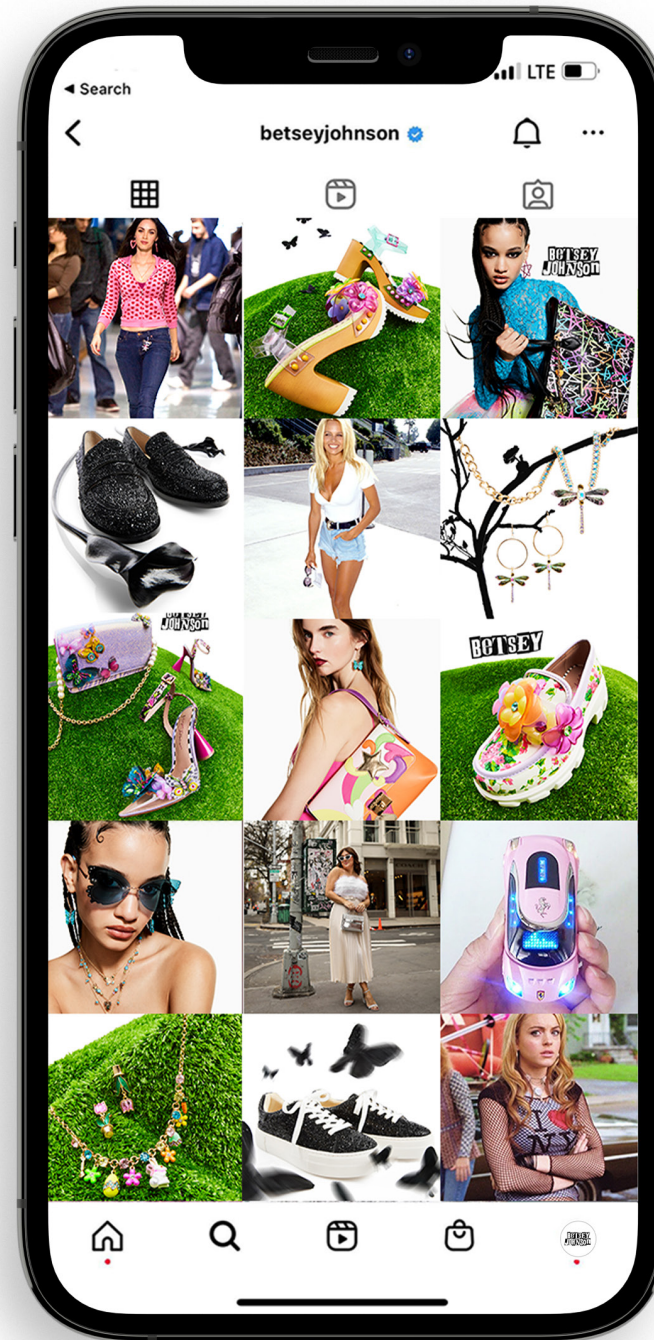
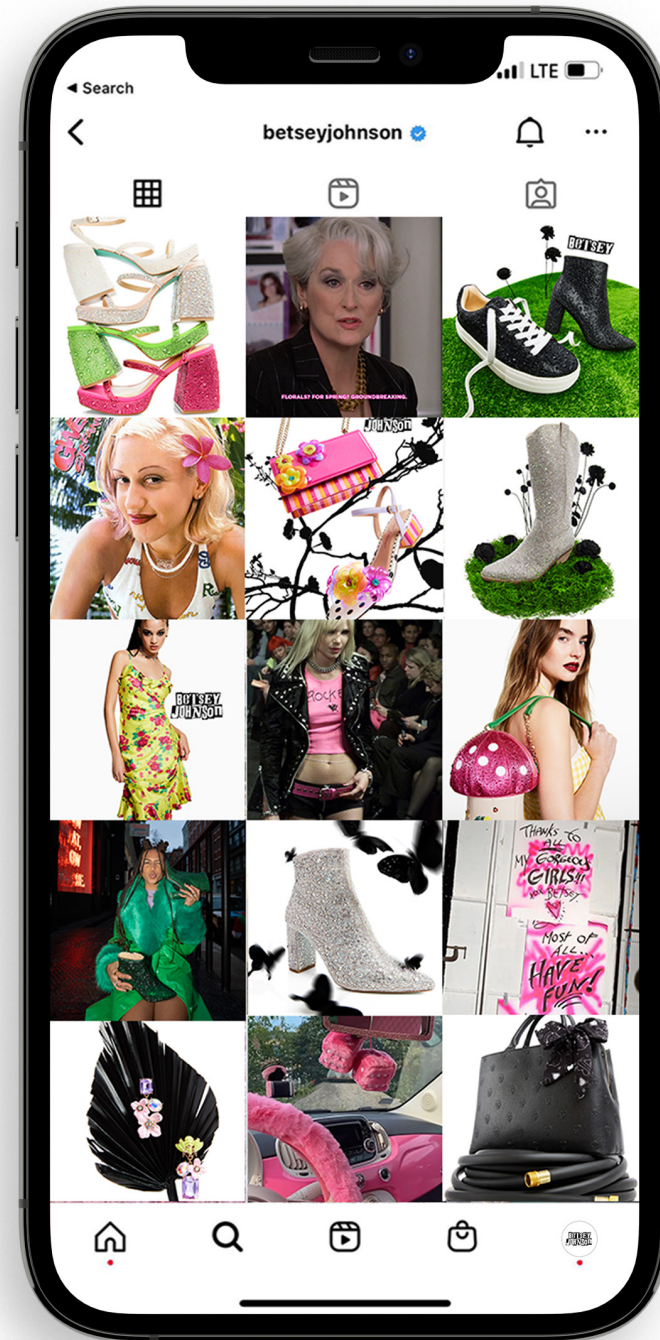
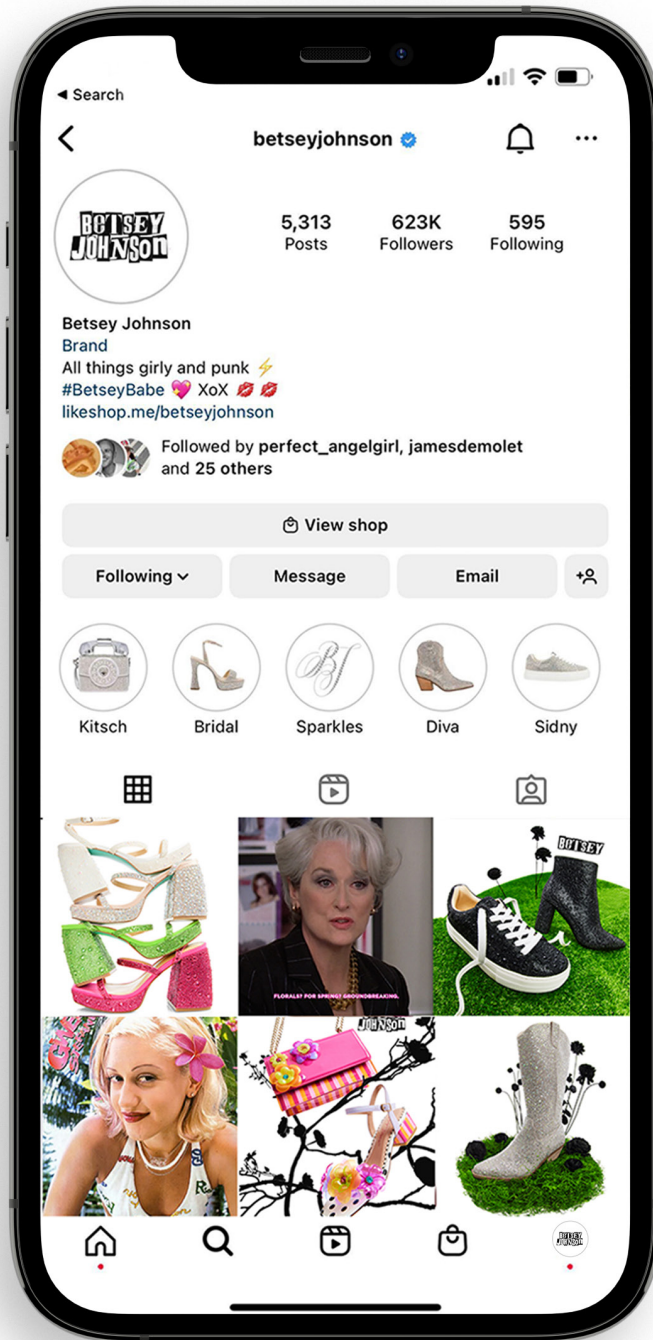
APPAREL

HANDBAGS

JEWELRY

SHOES

SALE





THANK YOU!



FLORALS? FOR SPRING? GROUNDBREAKING.