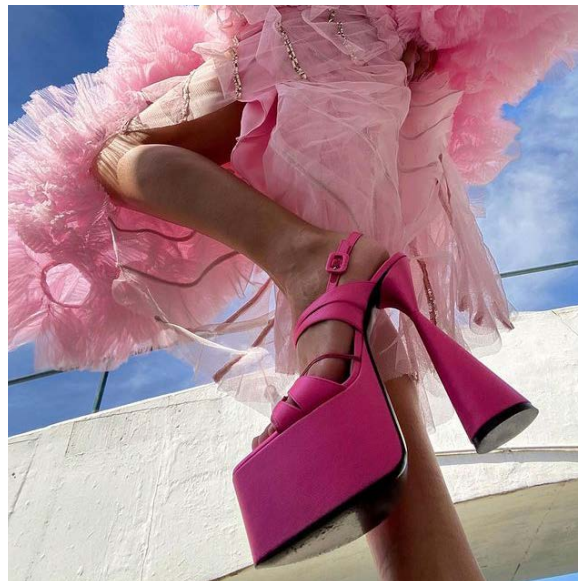
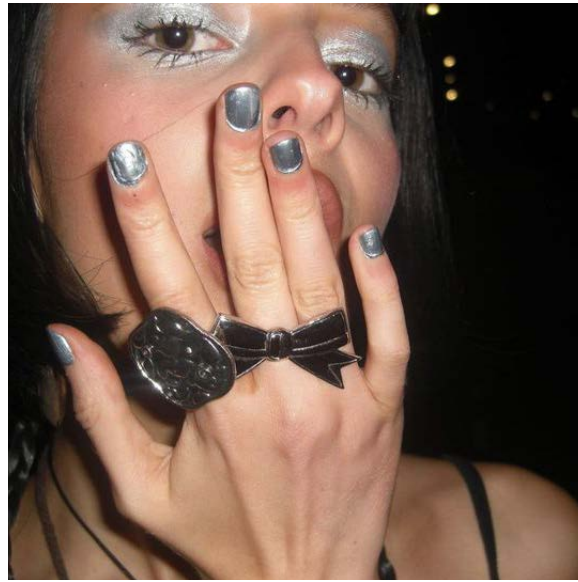


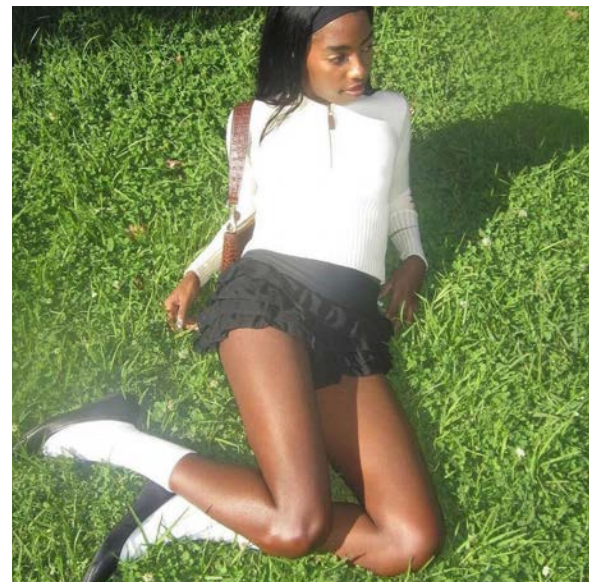
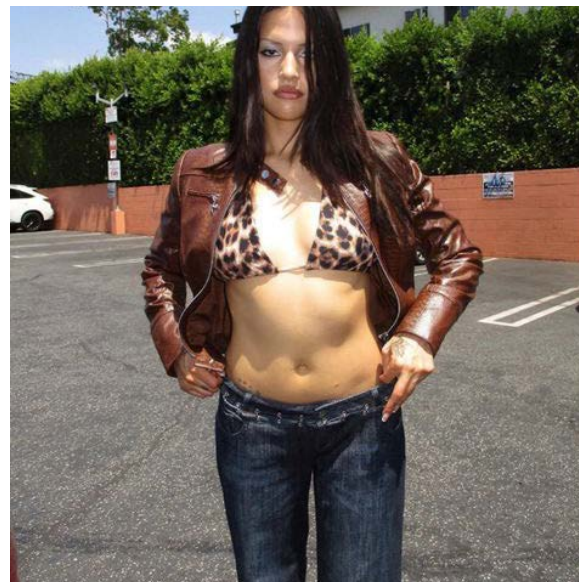
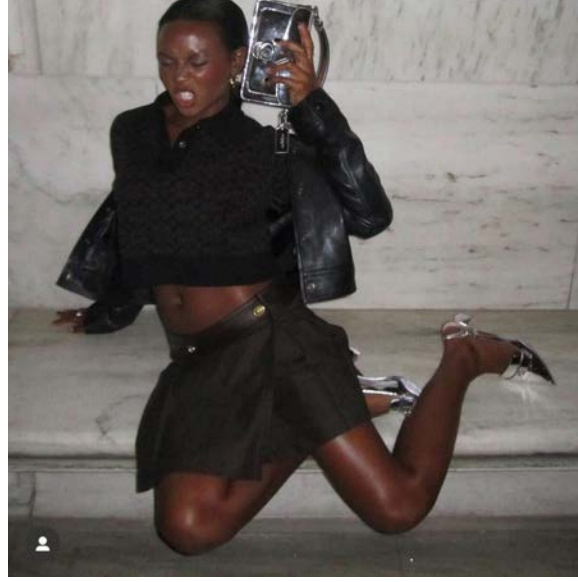
BETSEY JOHNSON.

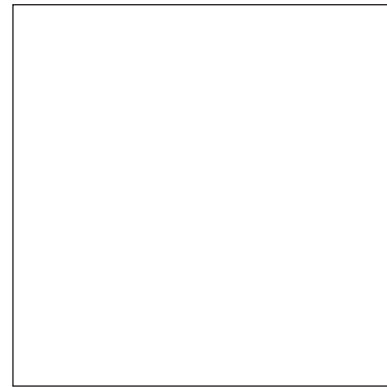
SPRING 2024

This spring, be your own muse. Get inspired by how inspiring you are. Celebrate every iteration of yourself—past, present, and future. Be the President of your own fan club. Embrace the good, the weird, the wacky, and the wonderful. Do YOU. Dress for YOU. Live for YOU. Become a living, breathing mood board. If it makes you feel good, wear it. Because trends will come and go. But self-expression is forever. Turn the world into your canvas. Make the sidewalk your catwalk. Be the hero of your story.









White



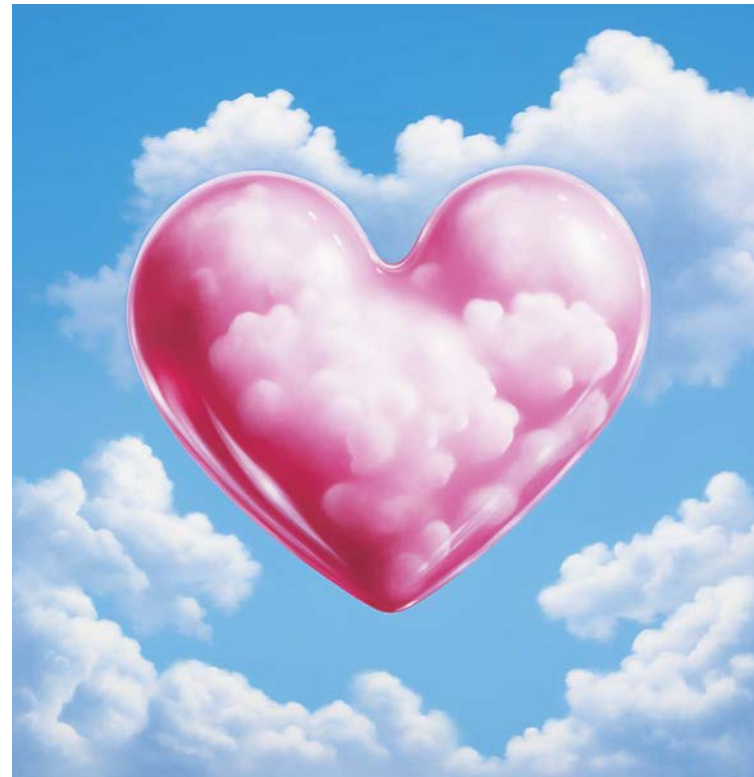
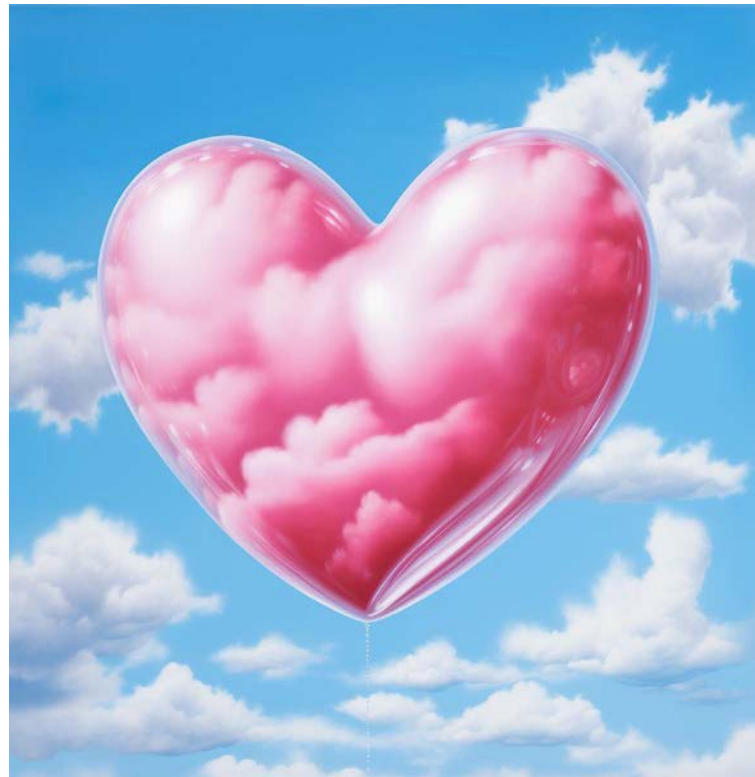
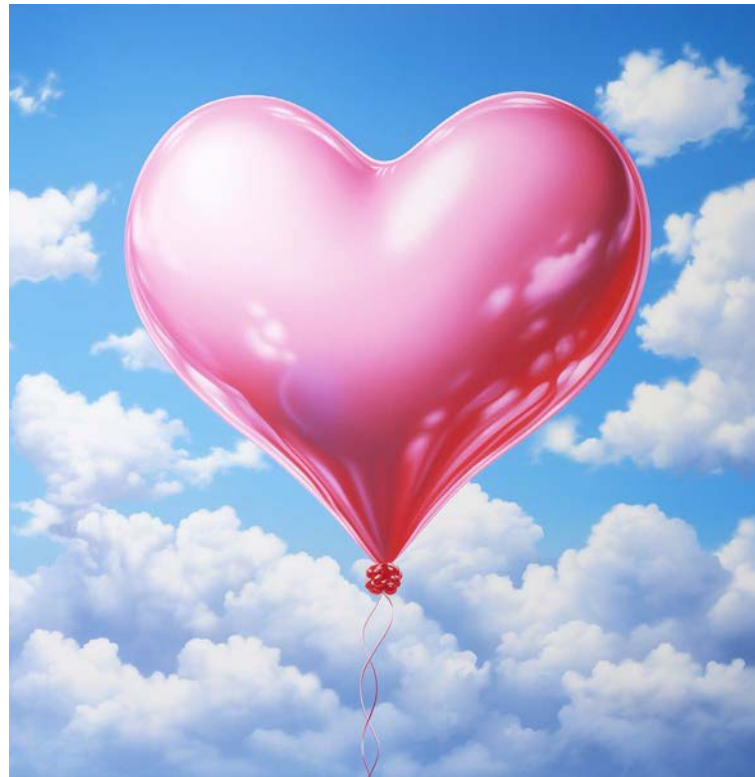
Black



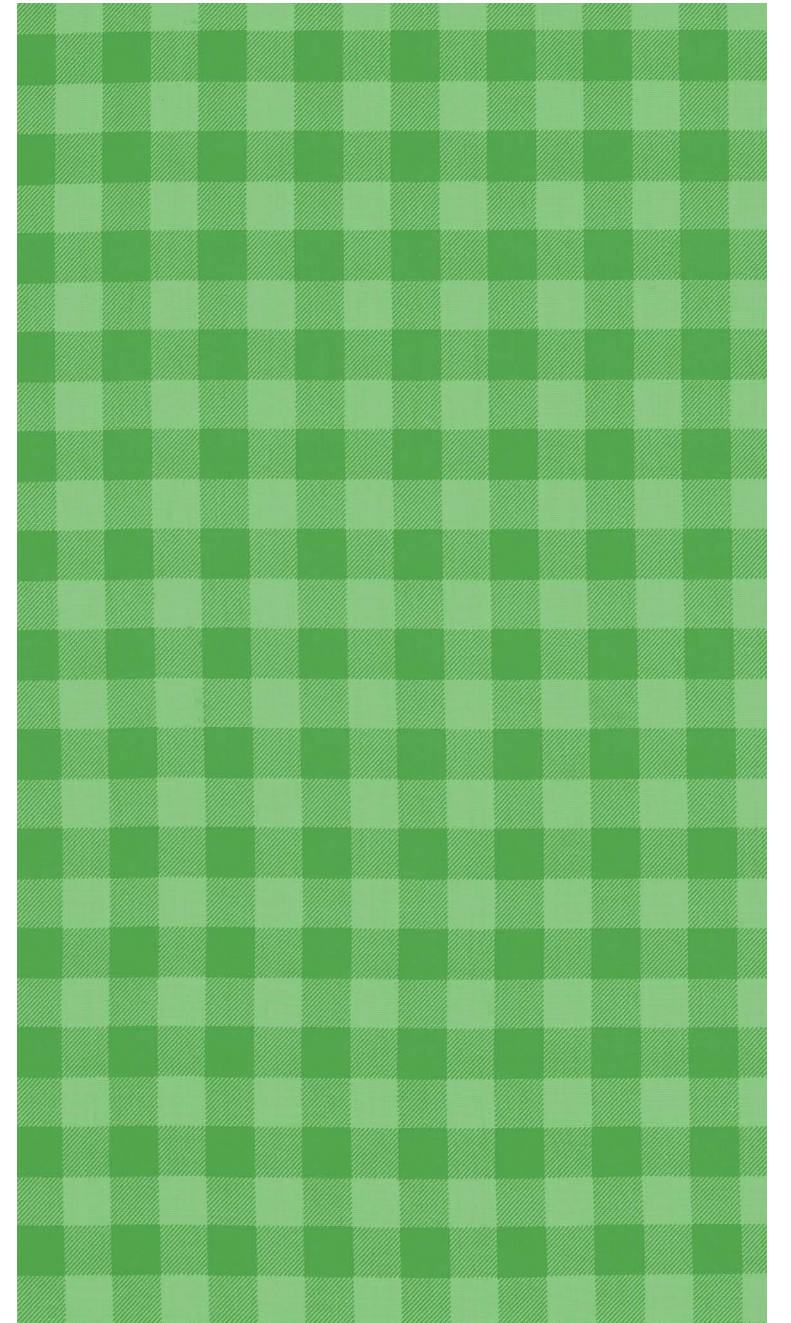
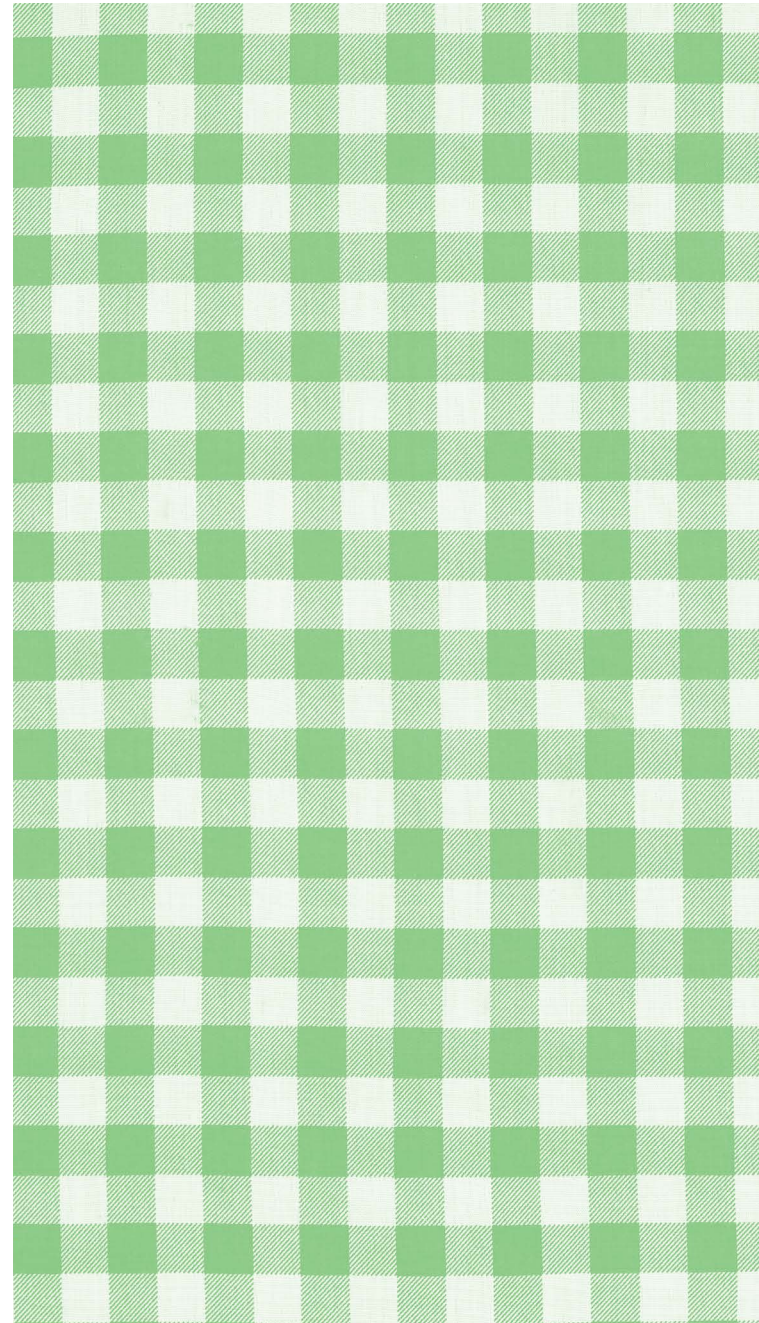
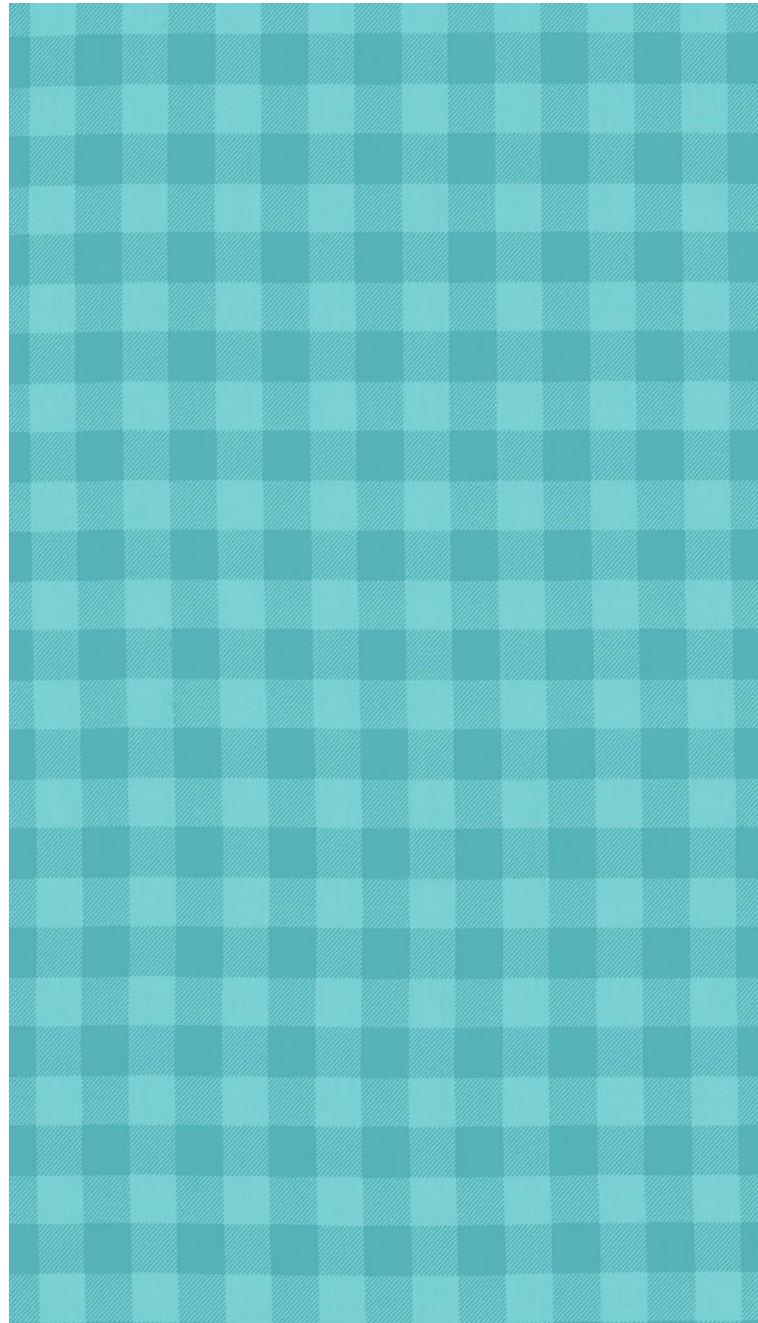
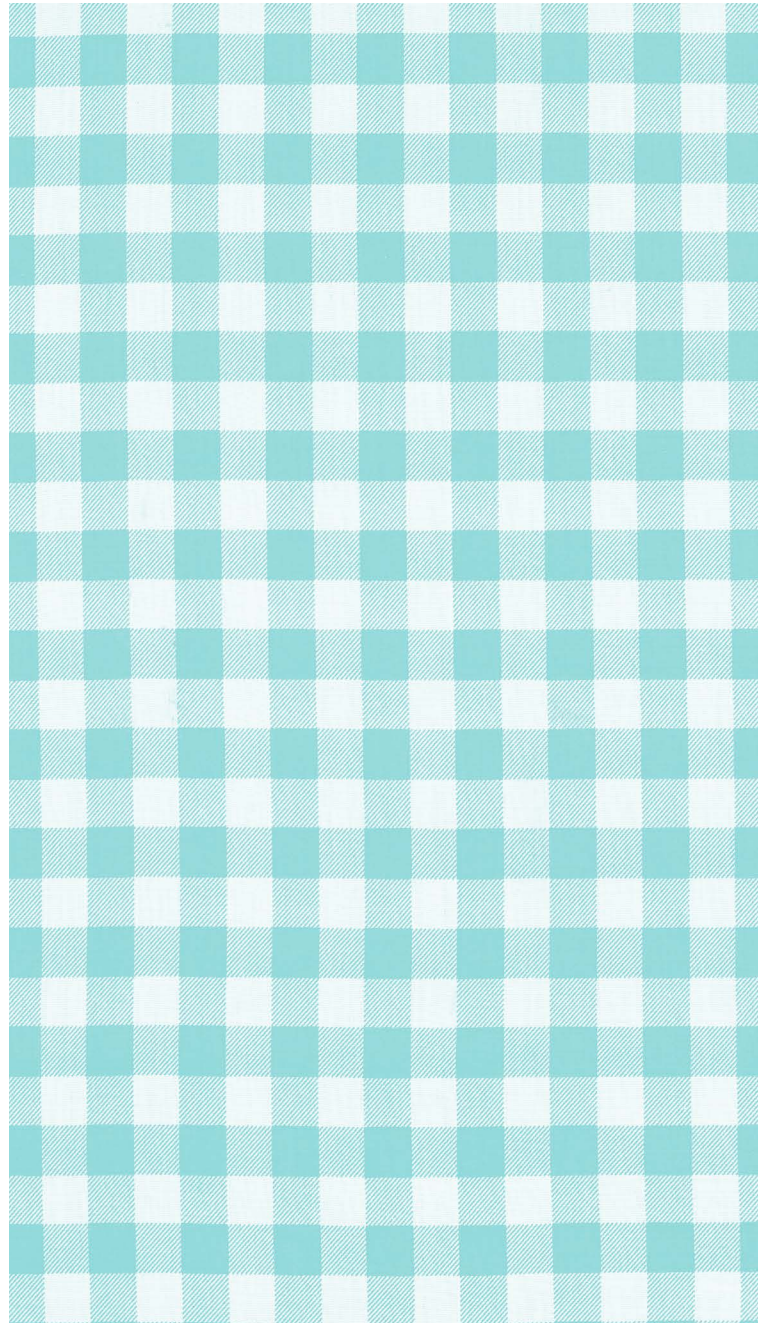
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CMYK: 0 | 59 | 16 | 0
HEX: #ff89a2

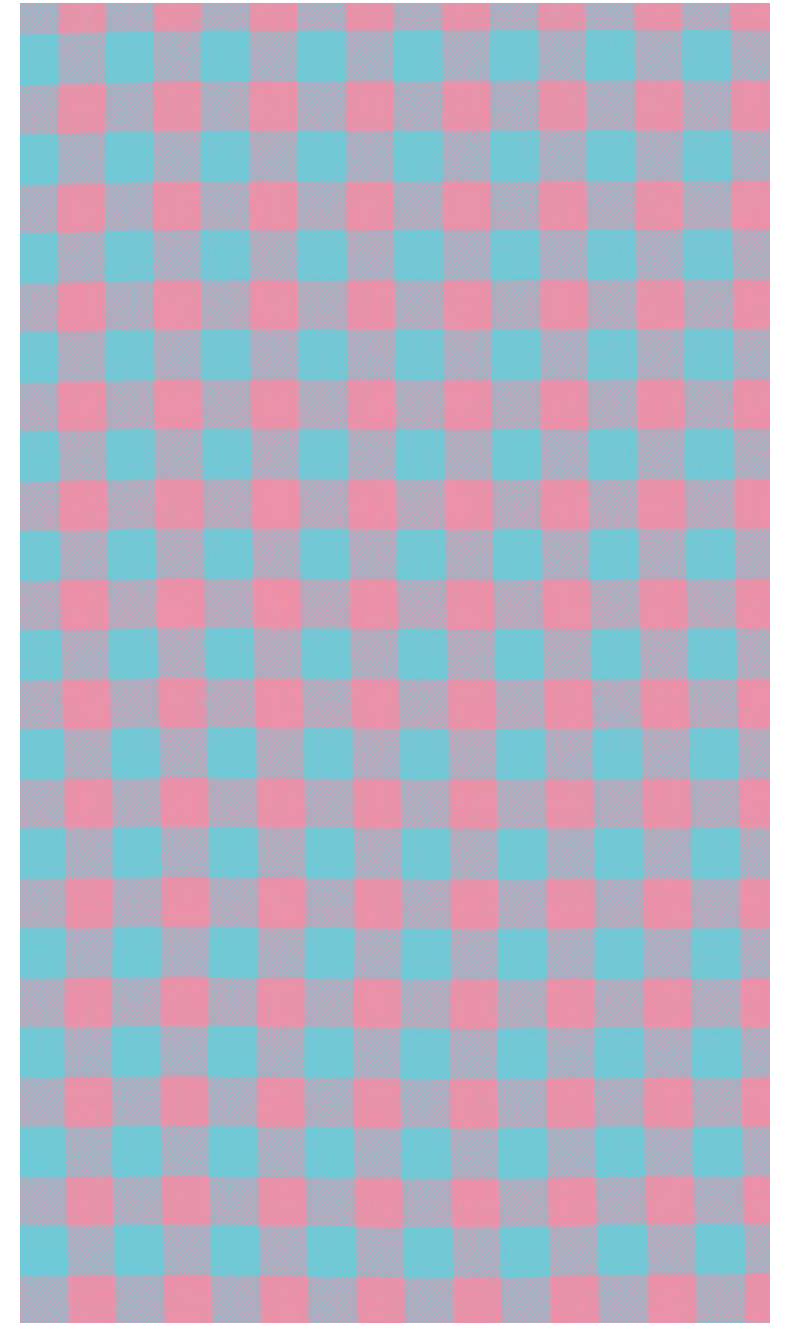
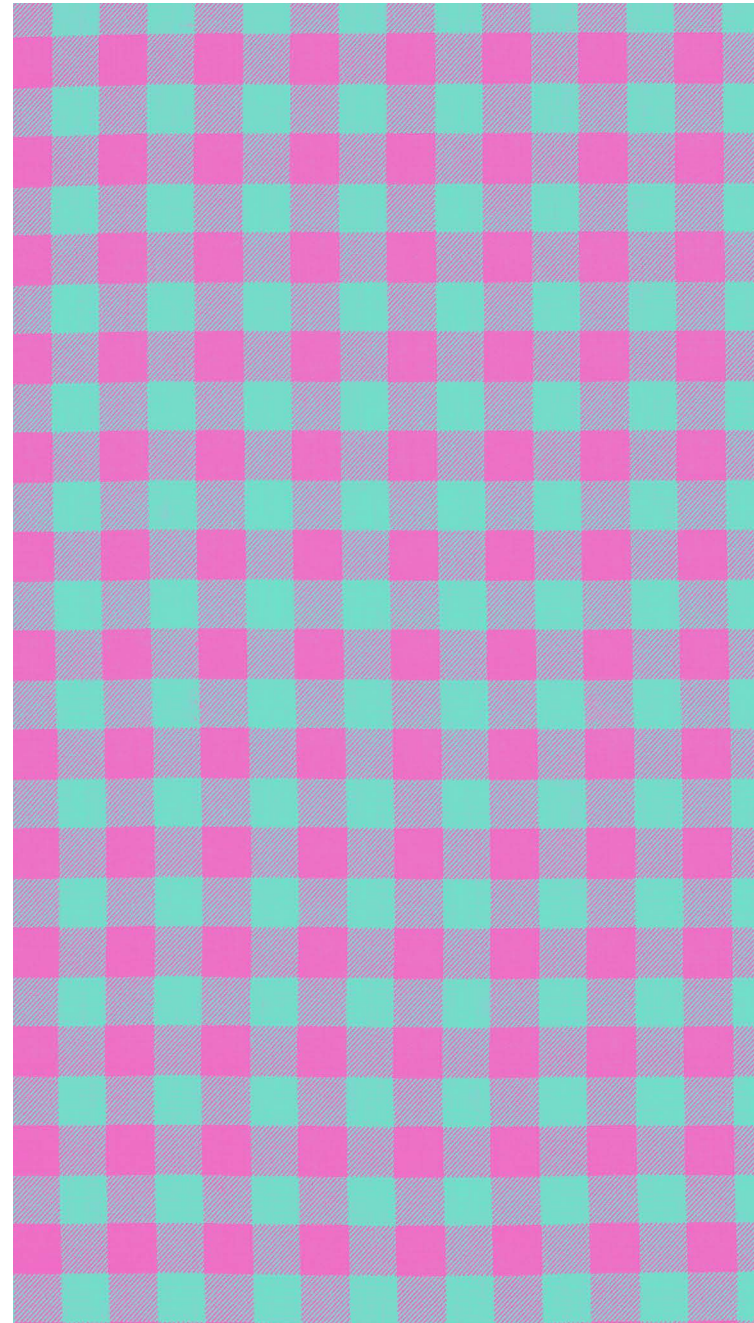
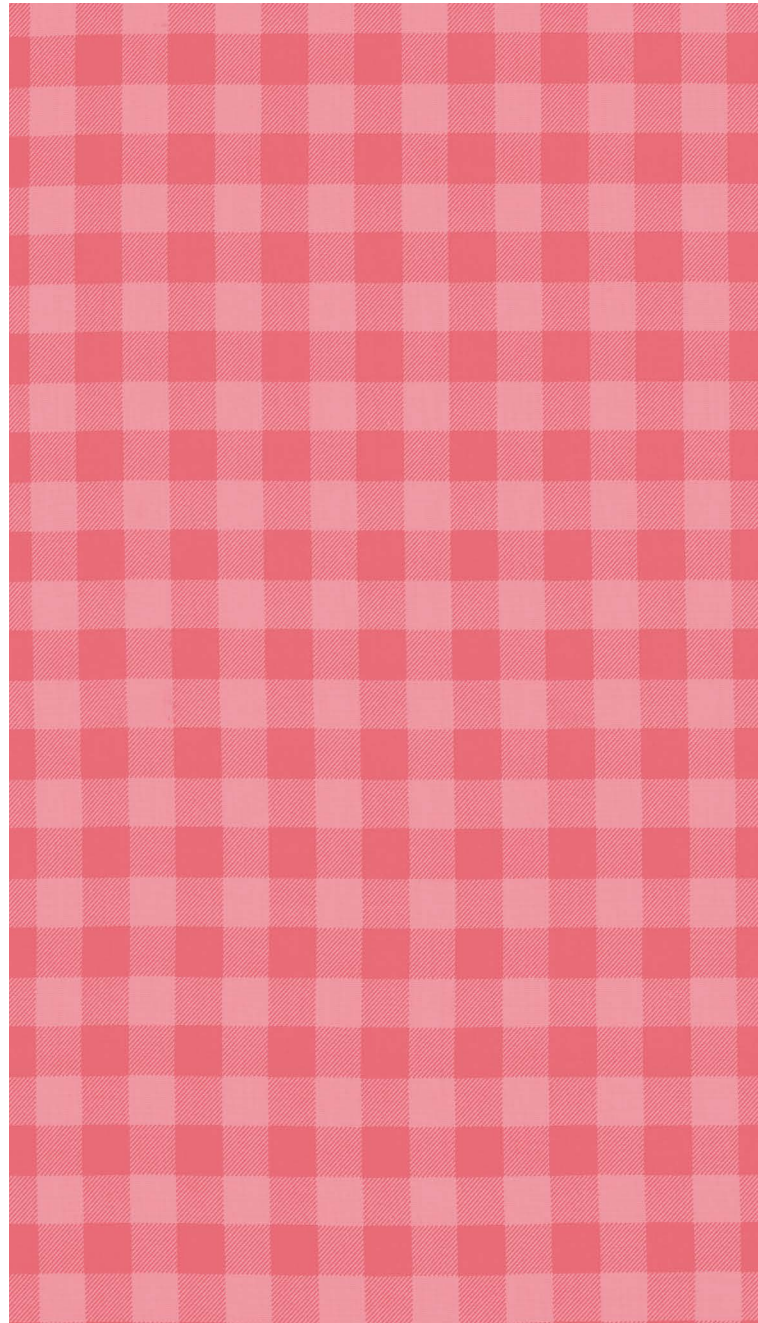
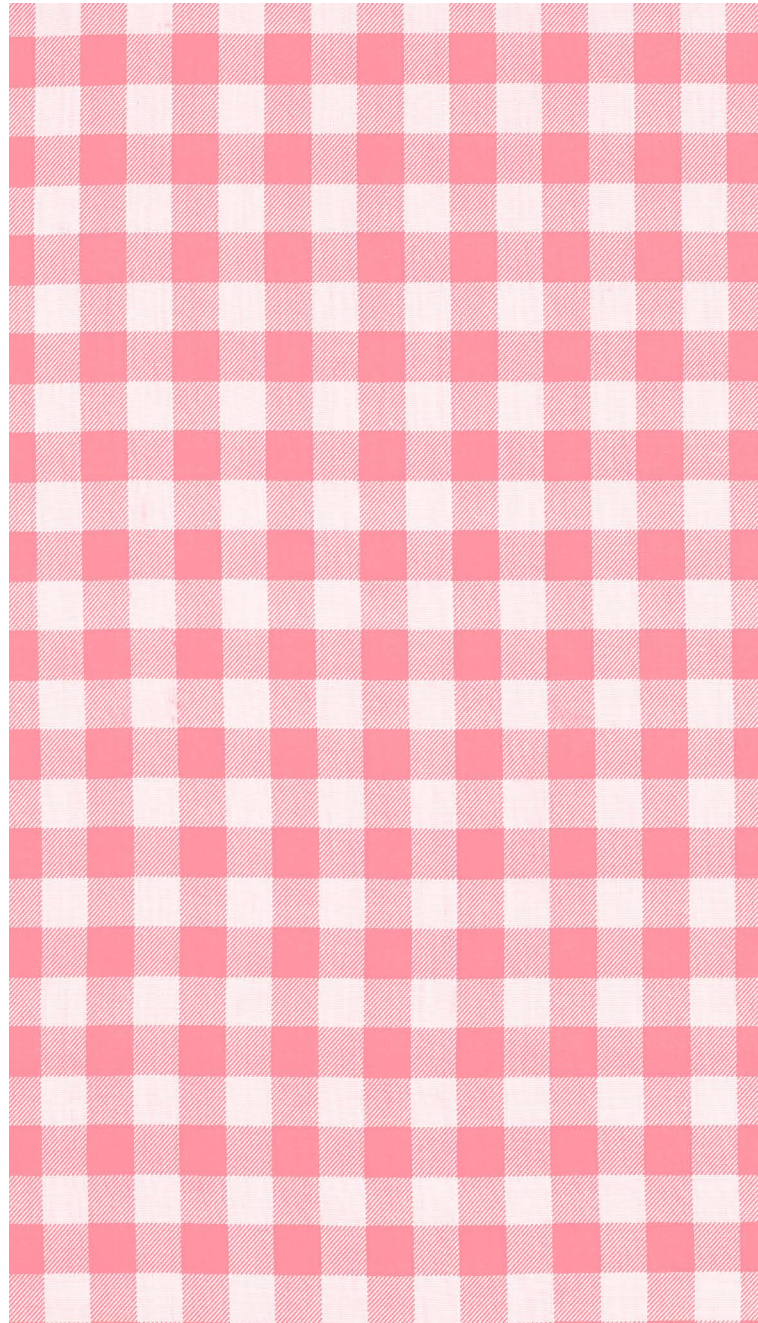


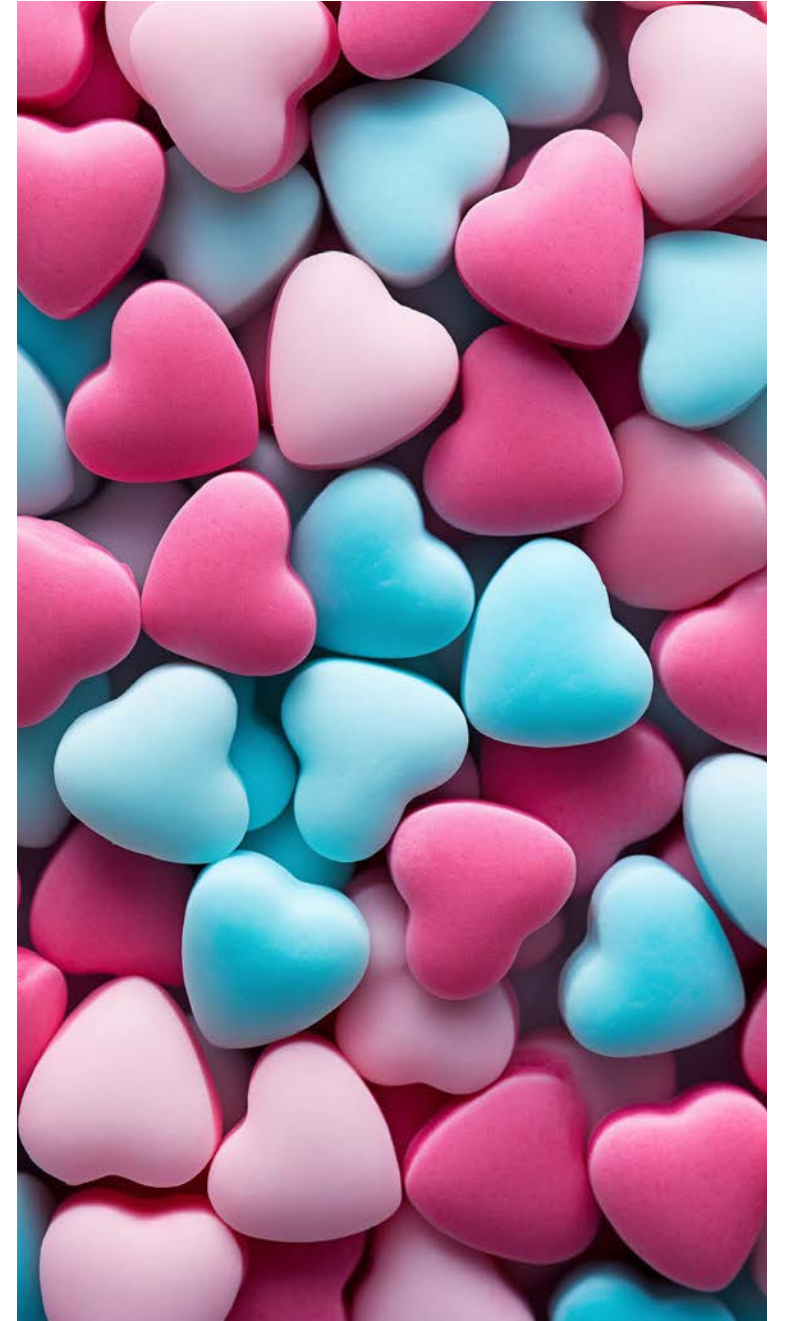
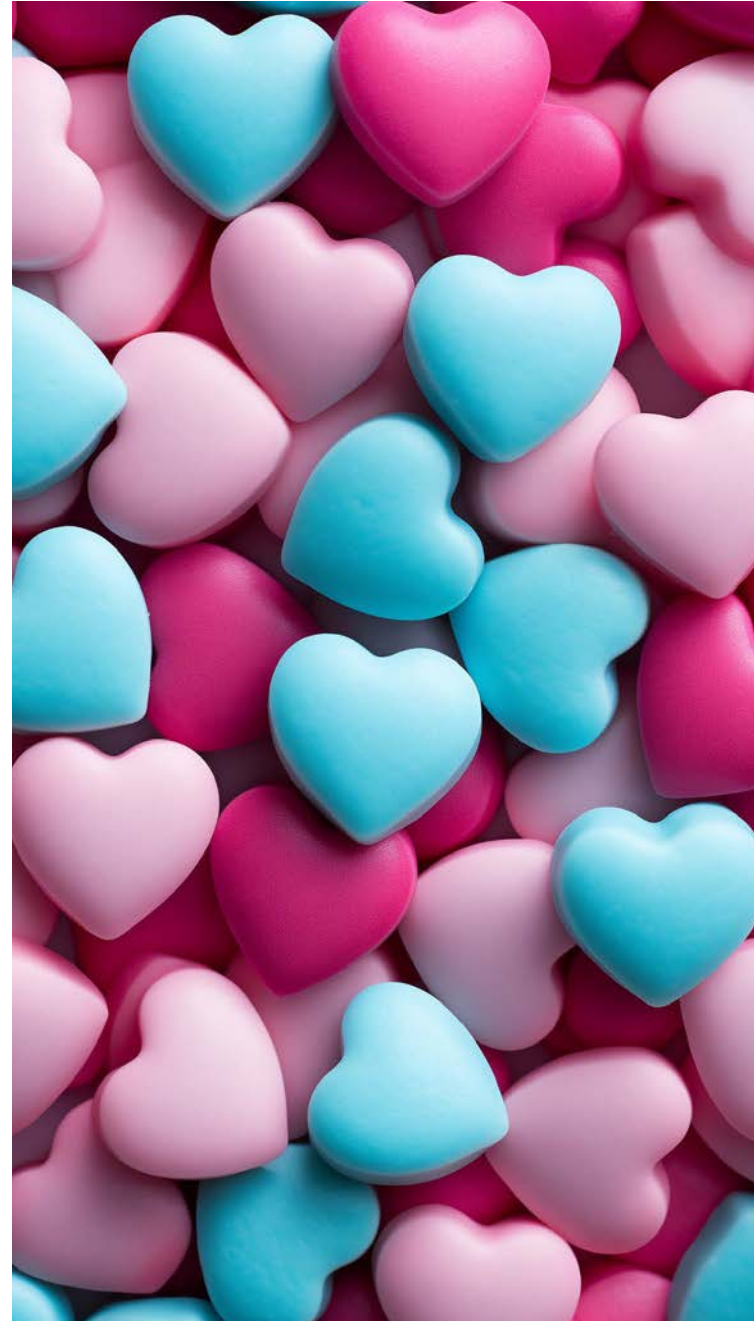
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CMYK: 65 | 17 | 31 | 0
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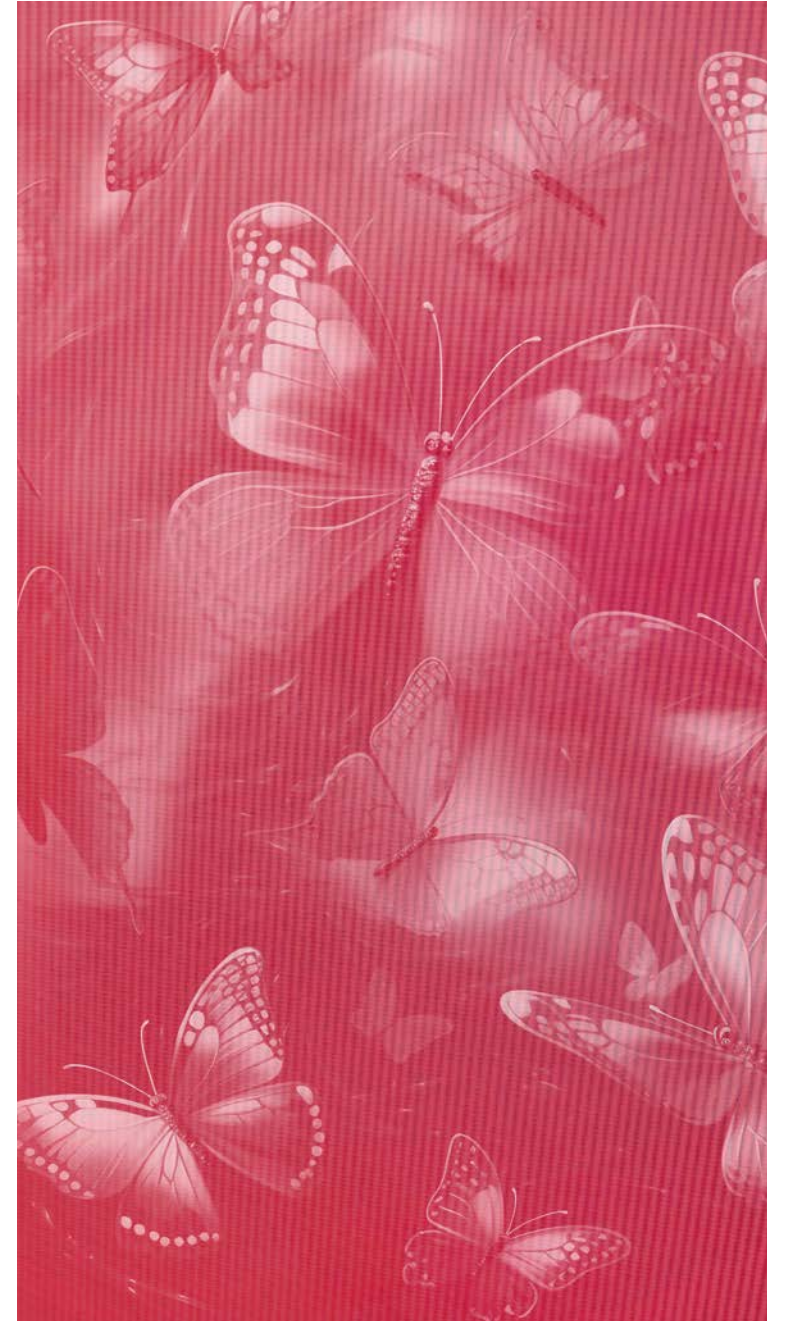


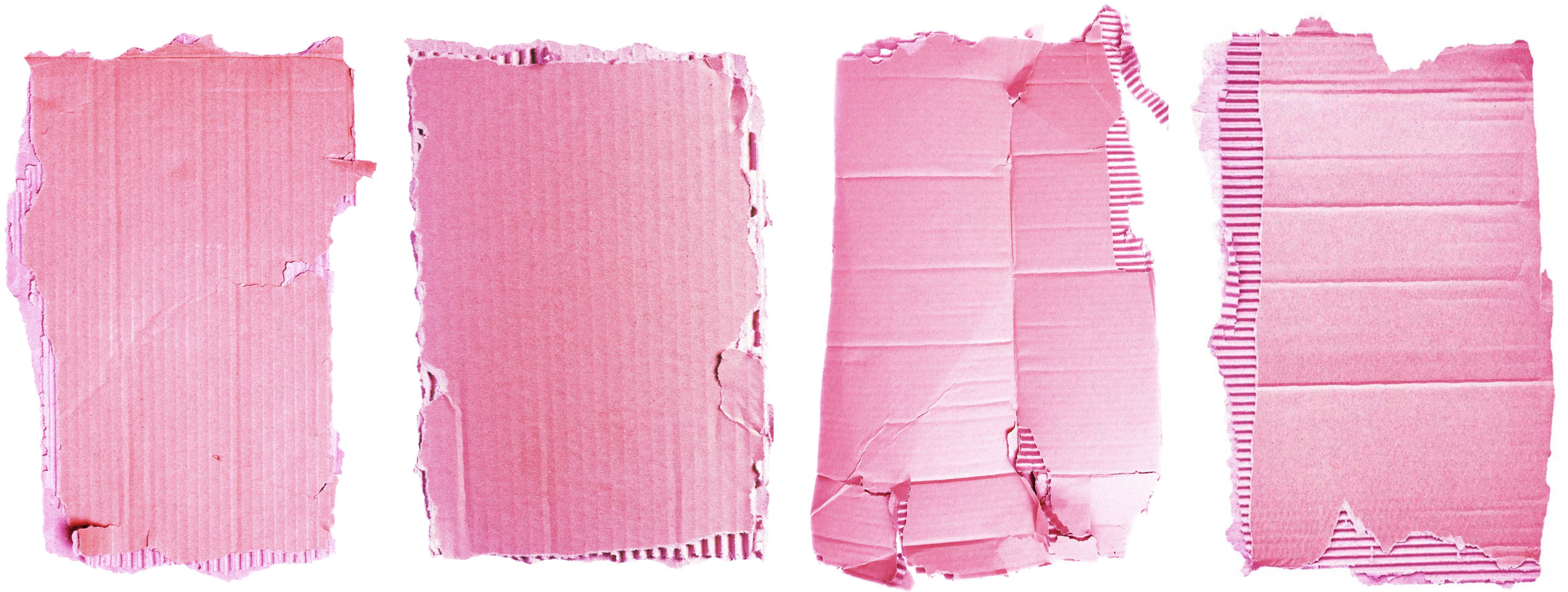


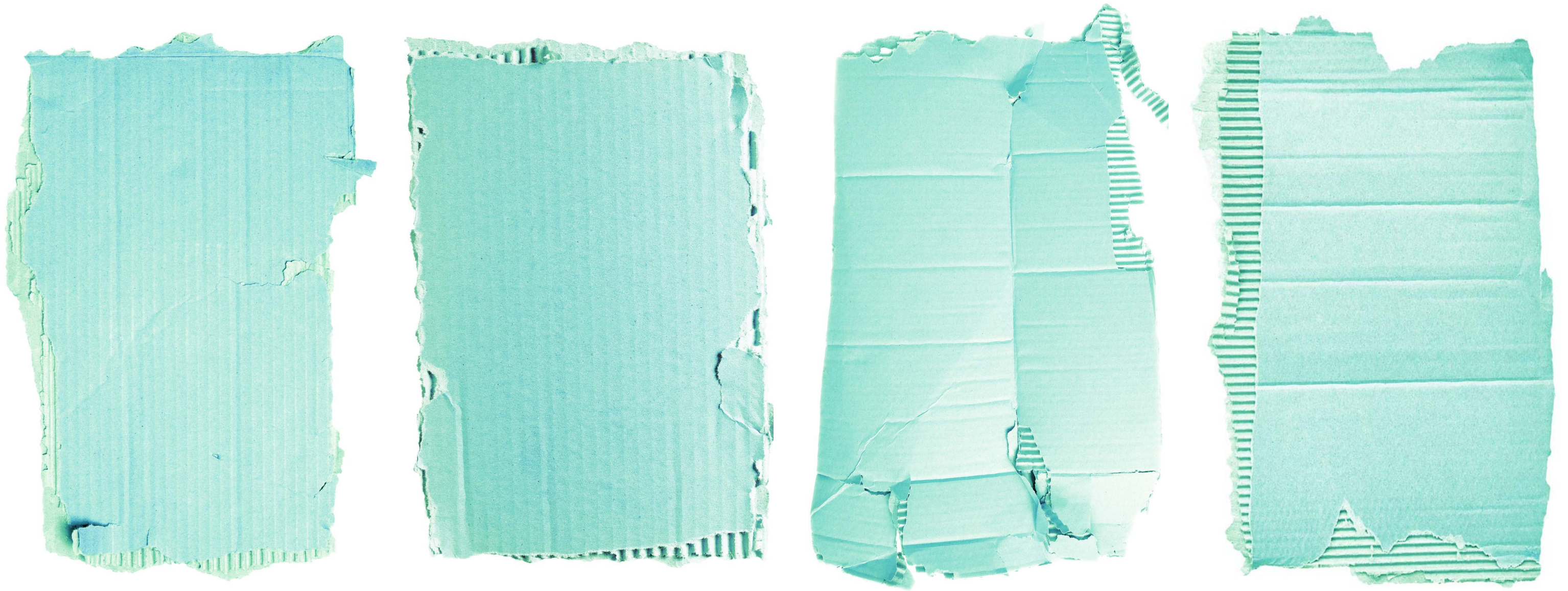


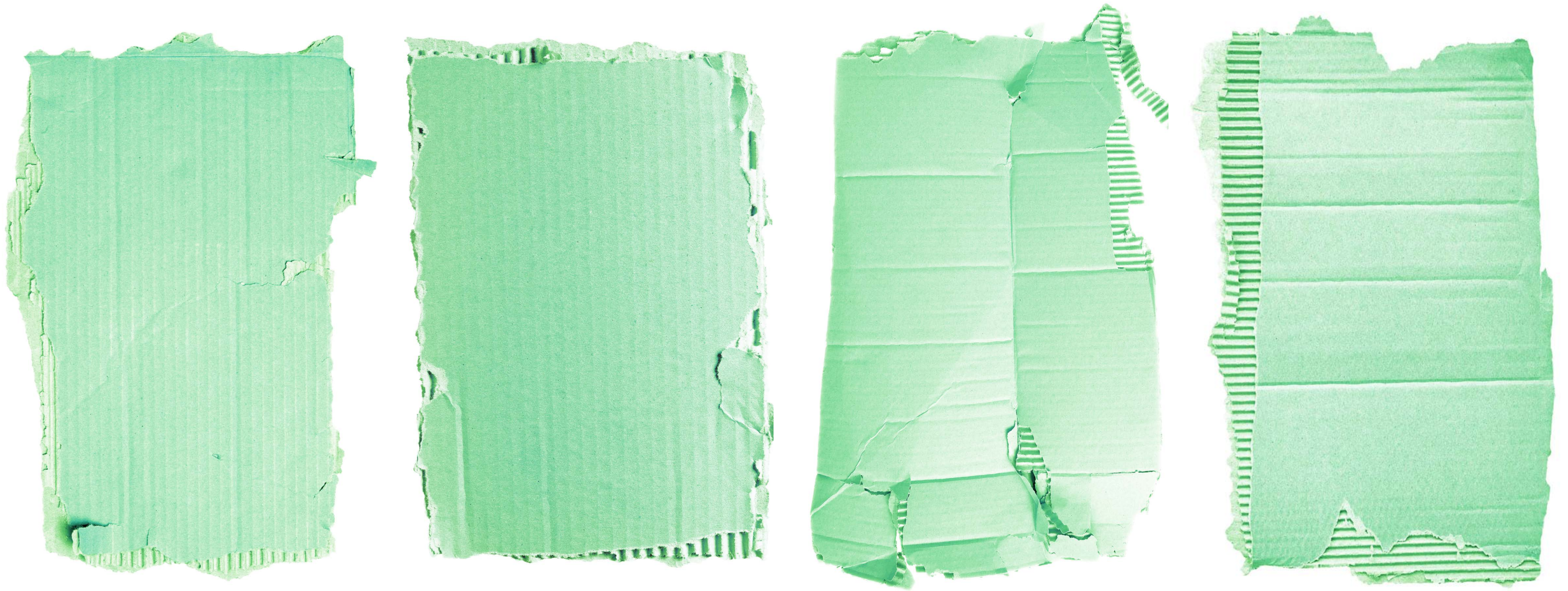




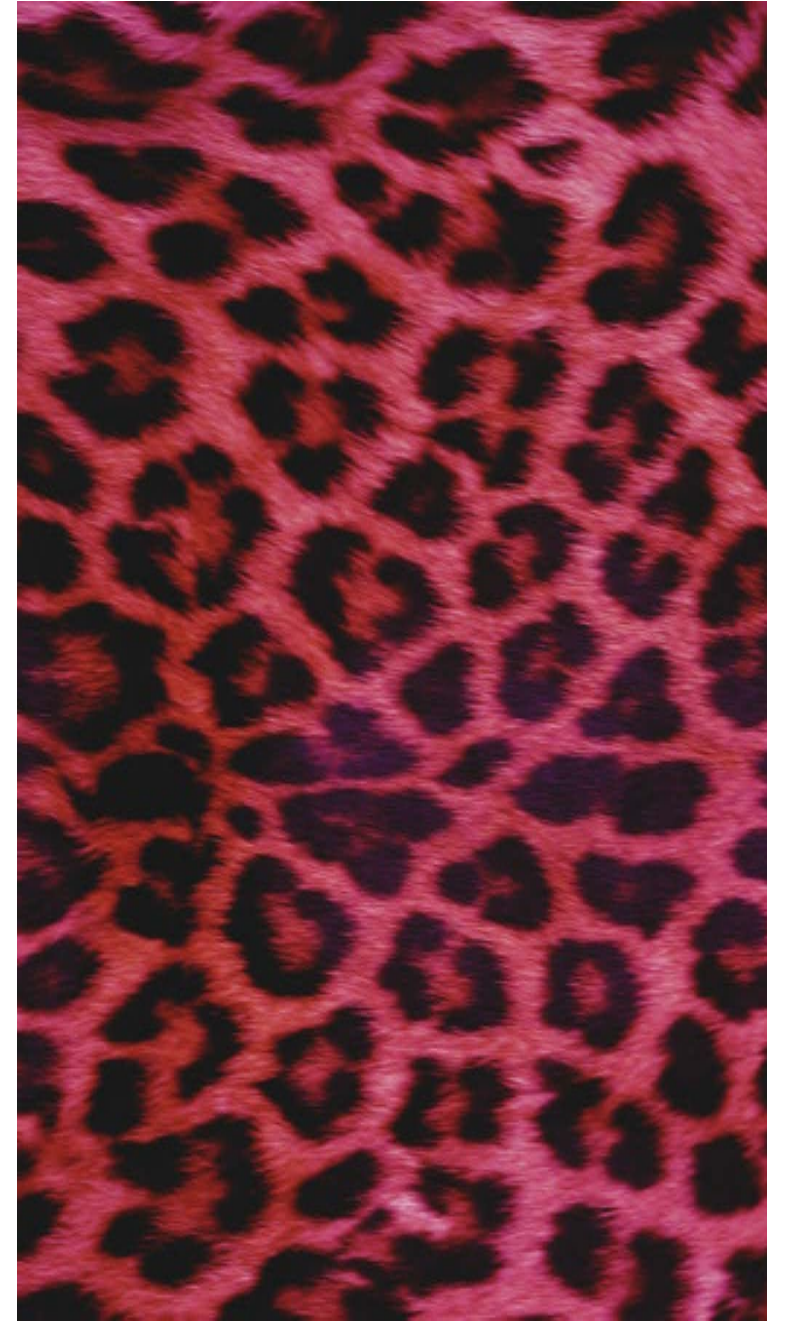
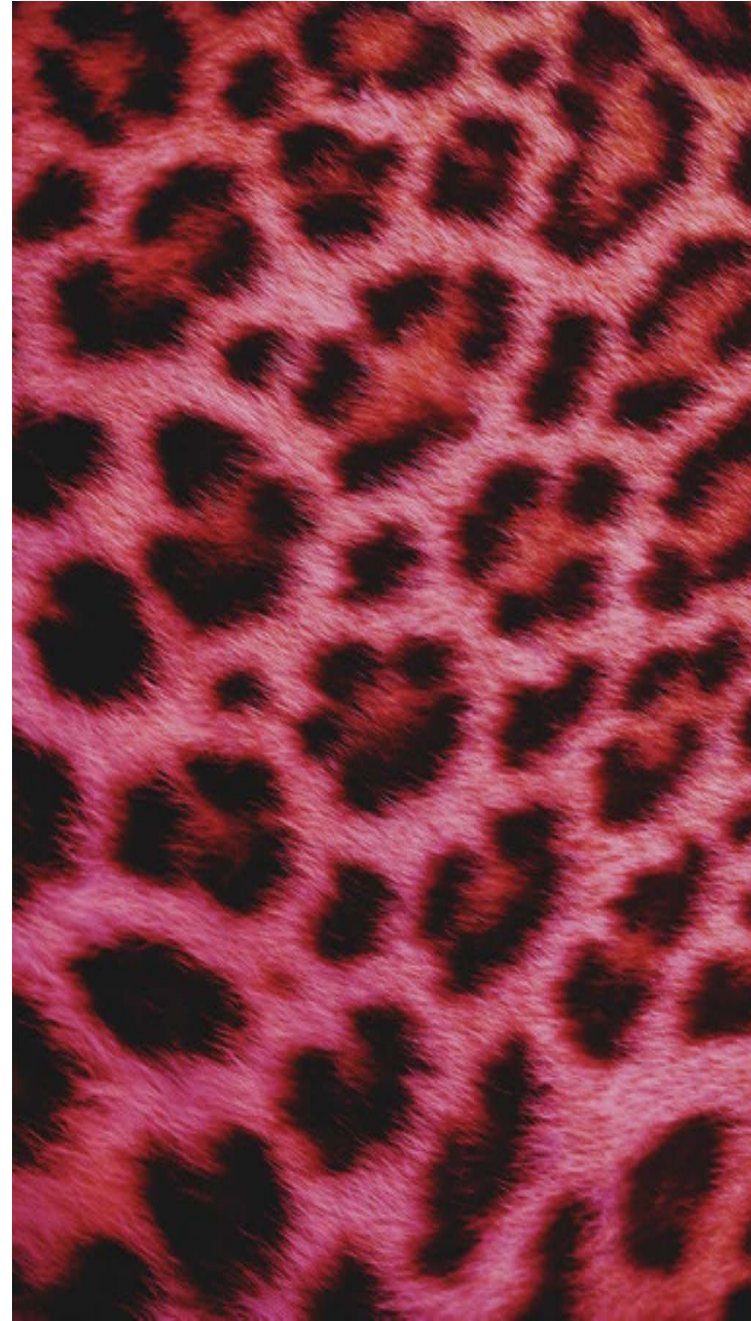
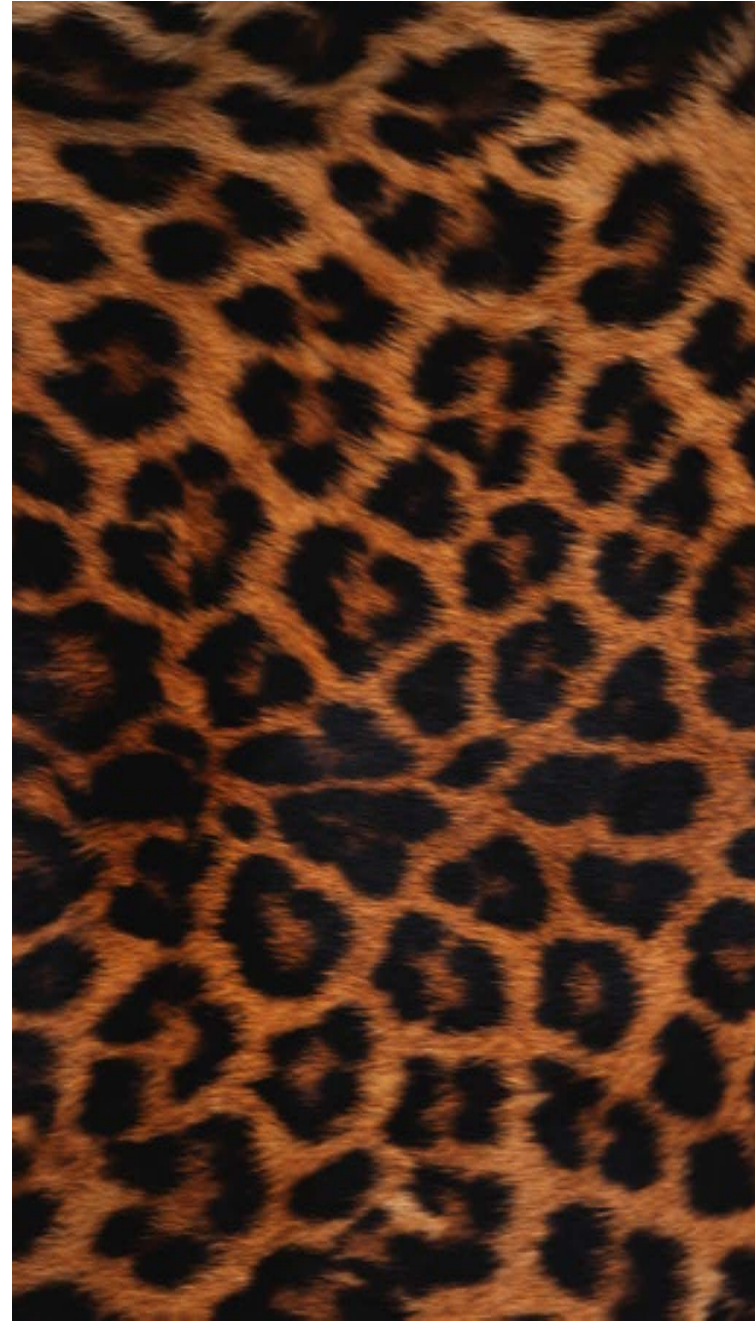


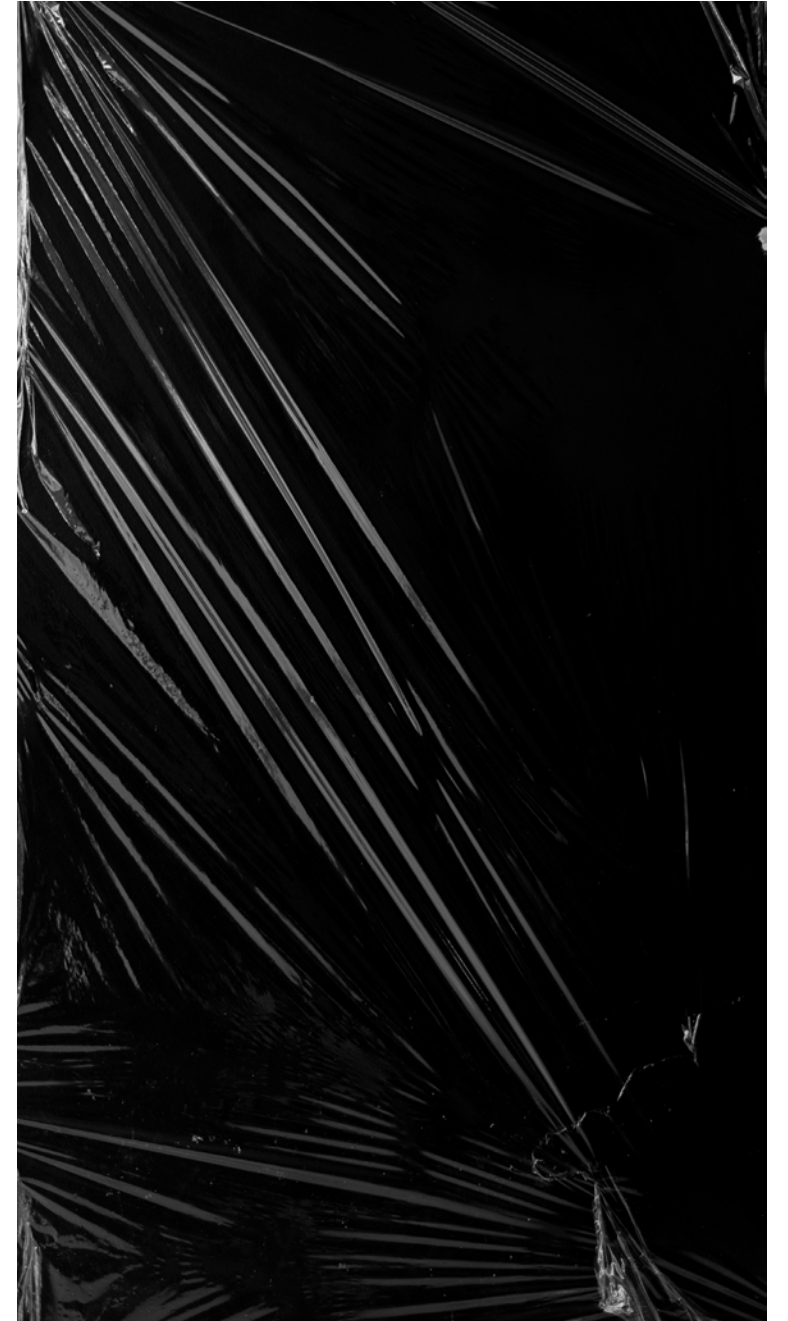
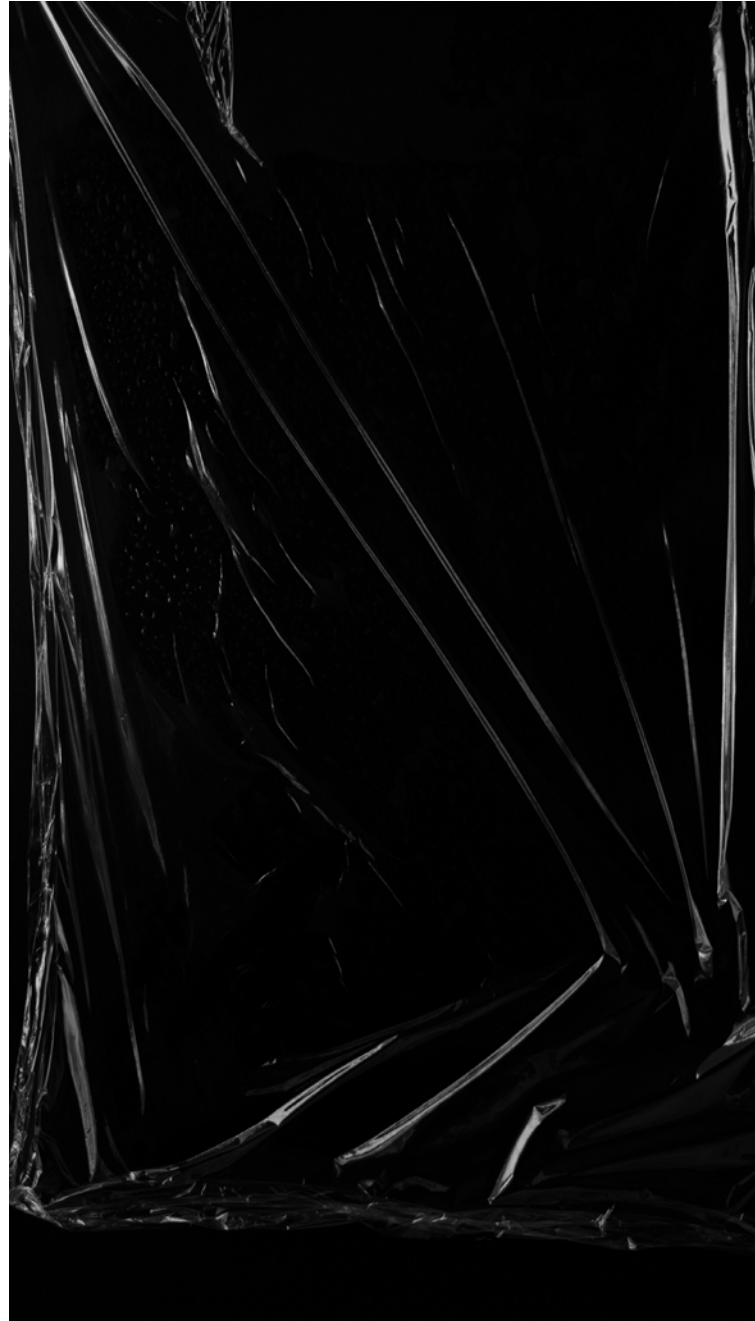


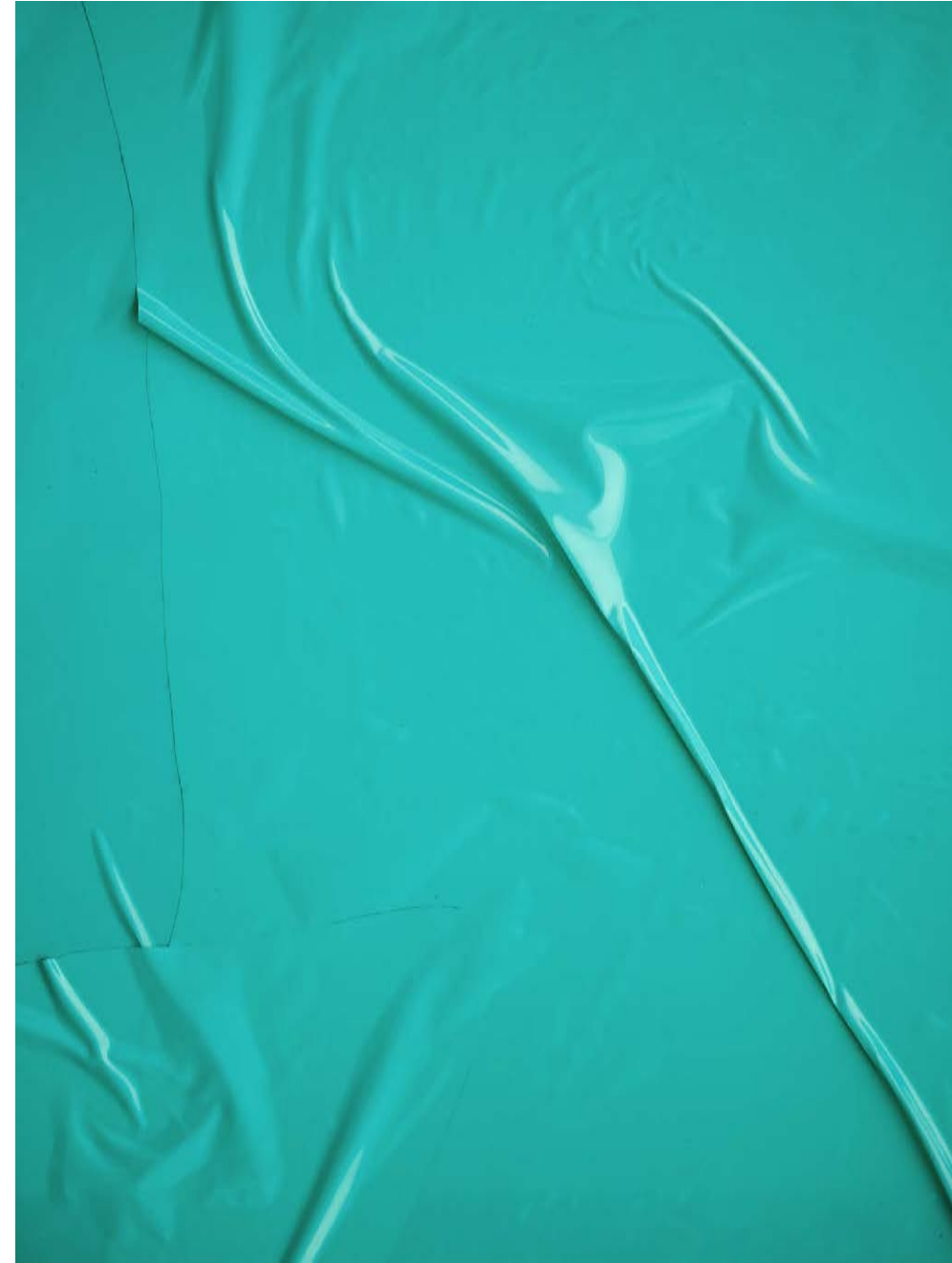
















STANDARD HEADER

Pragmatica Extended Black

Optical Kerning. Titlecase or UPPERCASE.

HEADER 2 + BODY

ACUMIN PRO WIDE BOLD

Optical Kerning. Titlecase or UPPERCASE.

BODY COPY

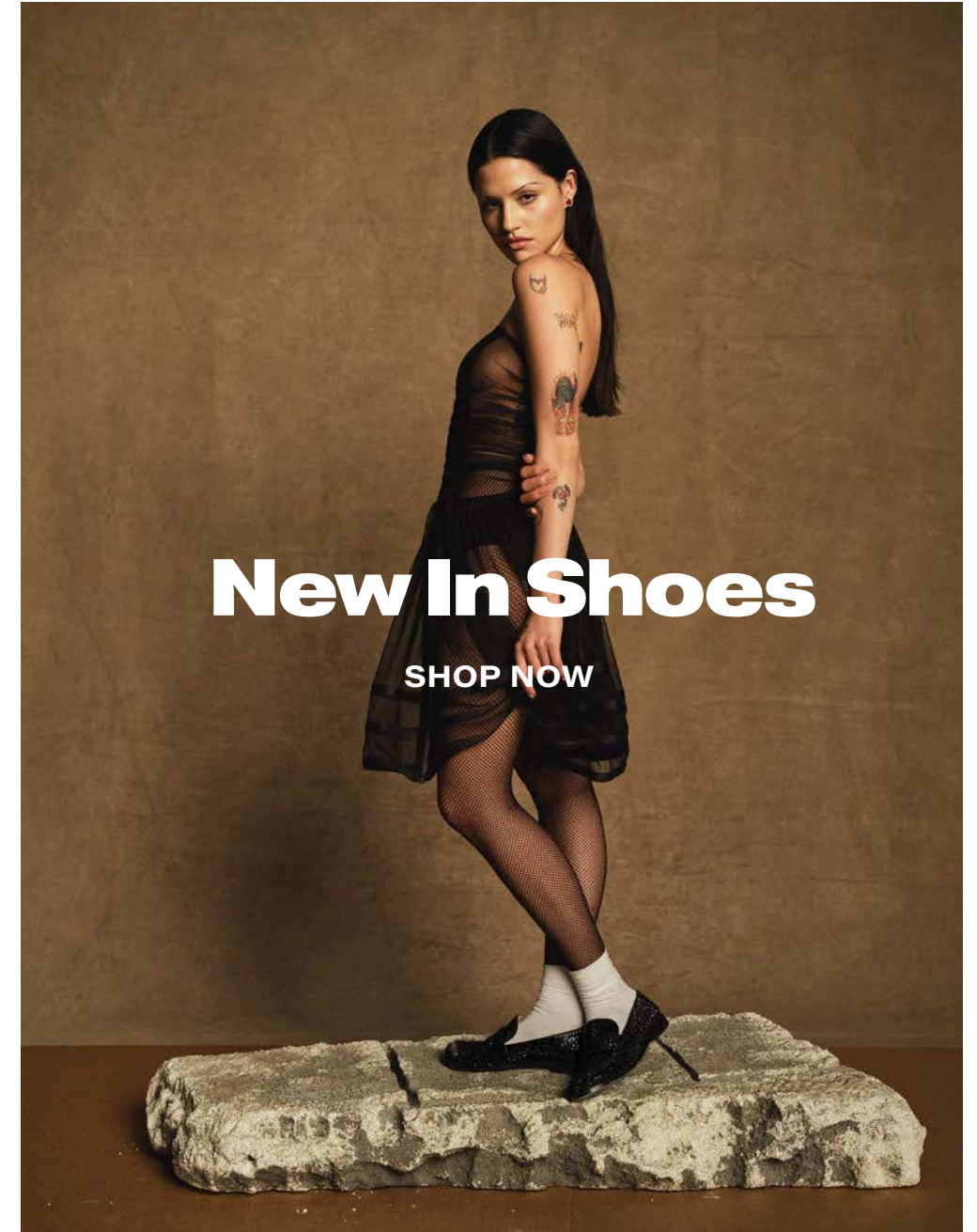
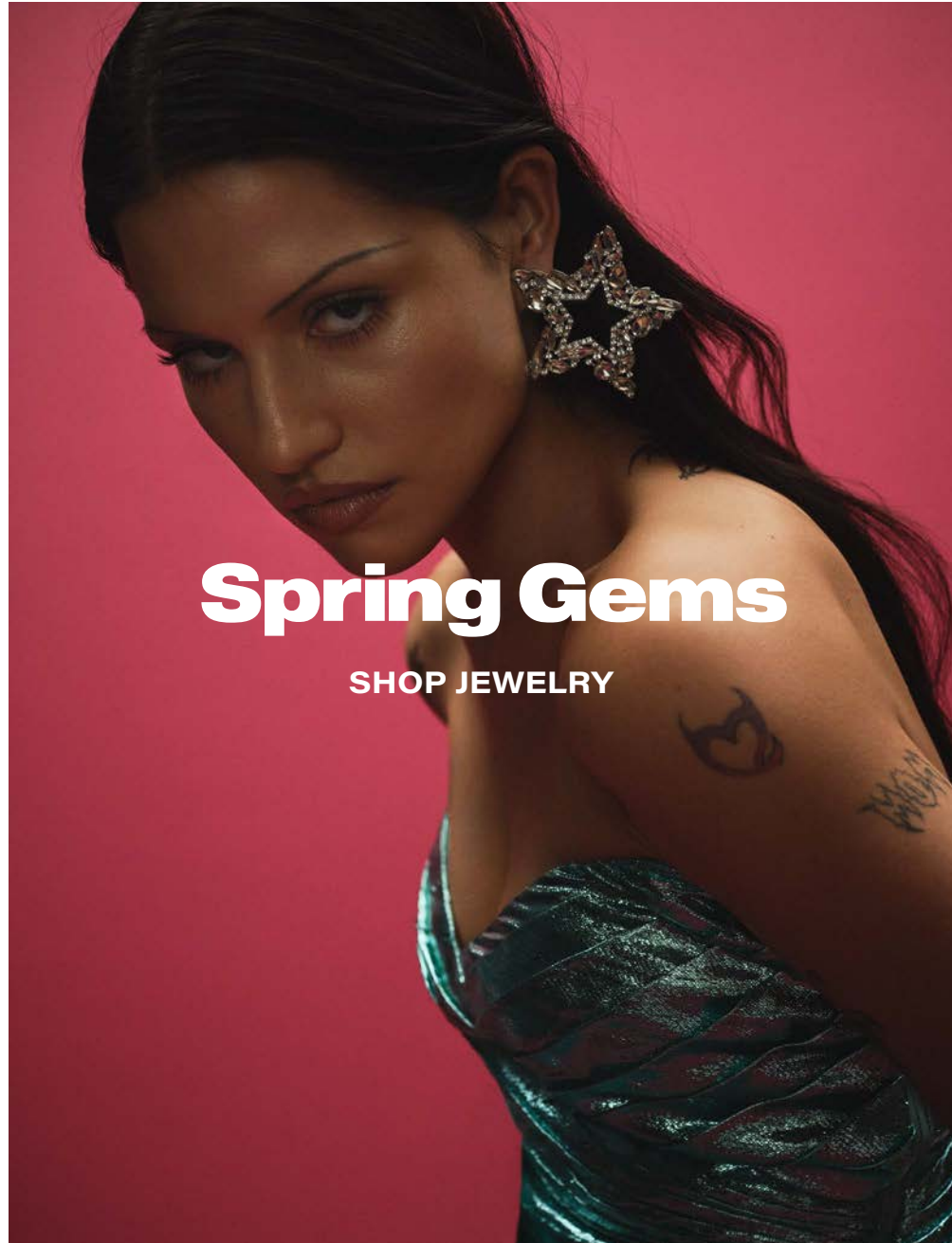
Acumin Pro Wide Light

Optical Kerning. Titlecase or UPPERCASE.

Copy Here About Spring

SPRING 2024

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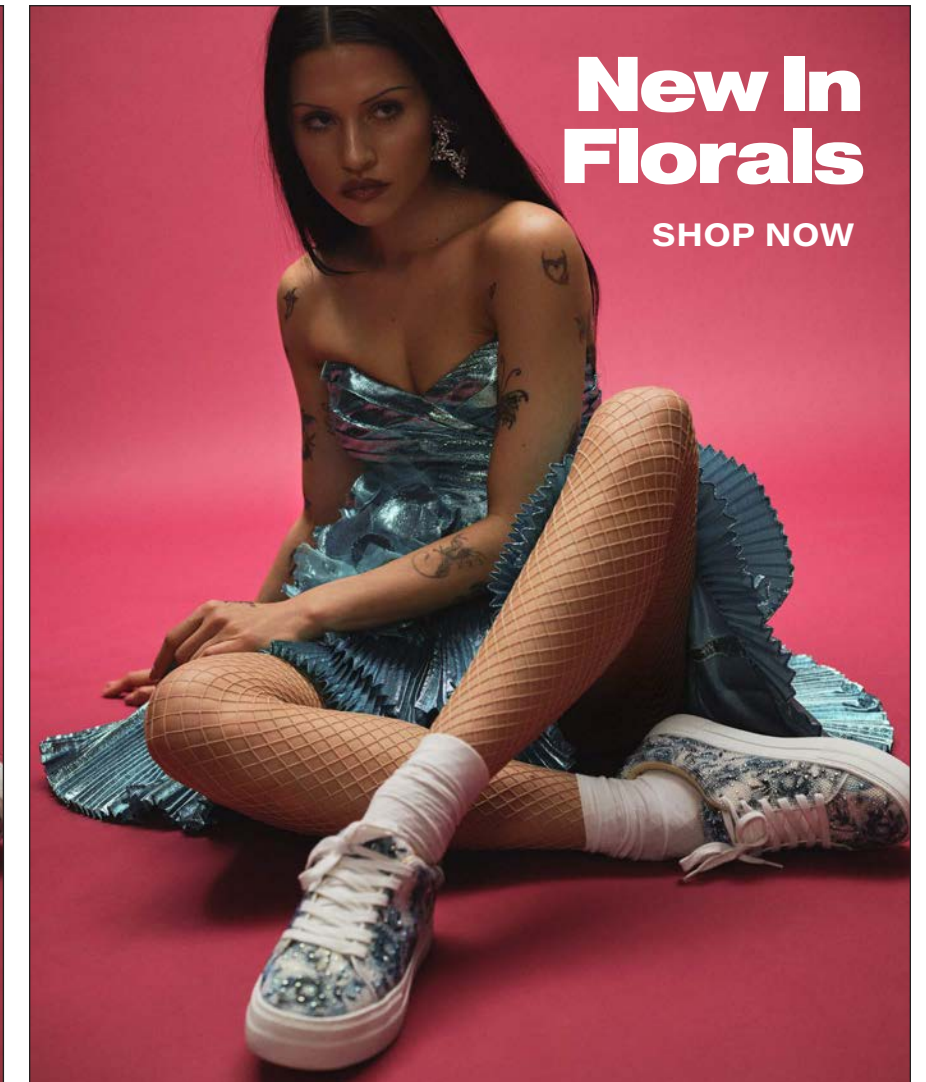
BETSEY JOHNSON.

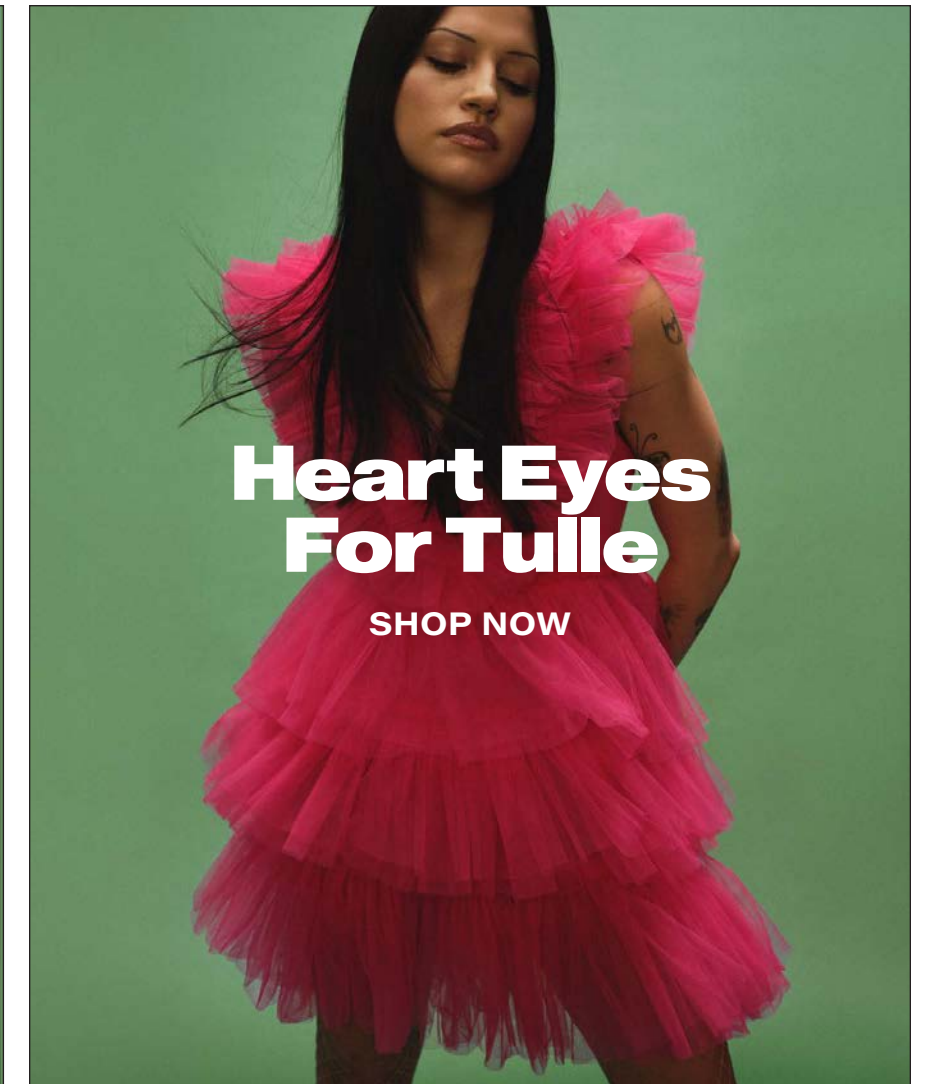
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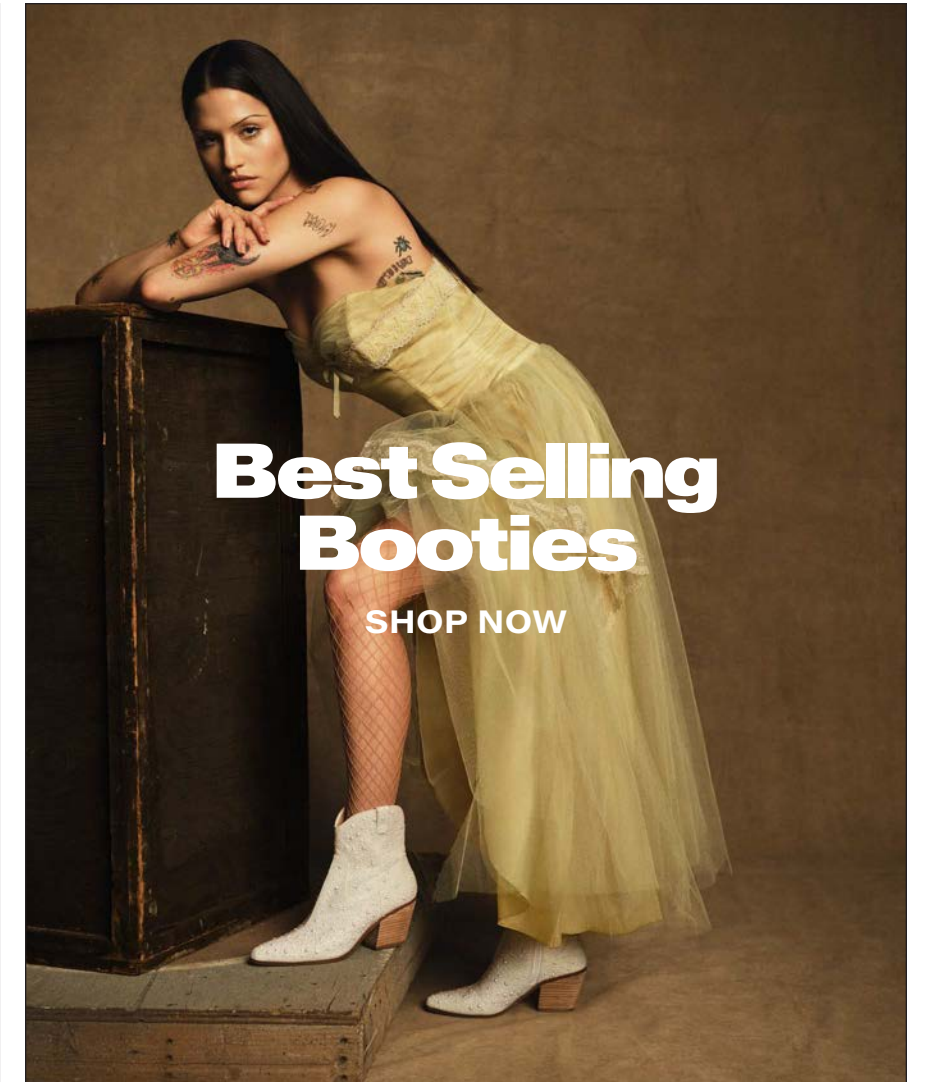
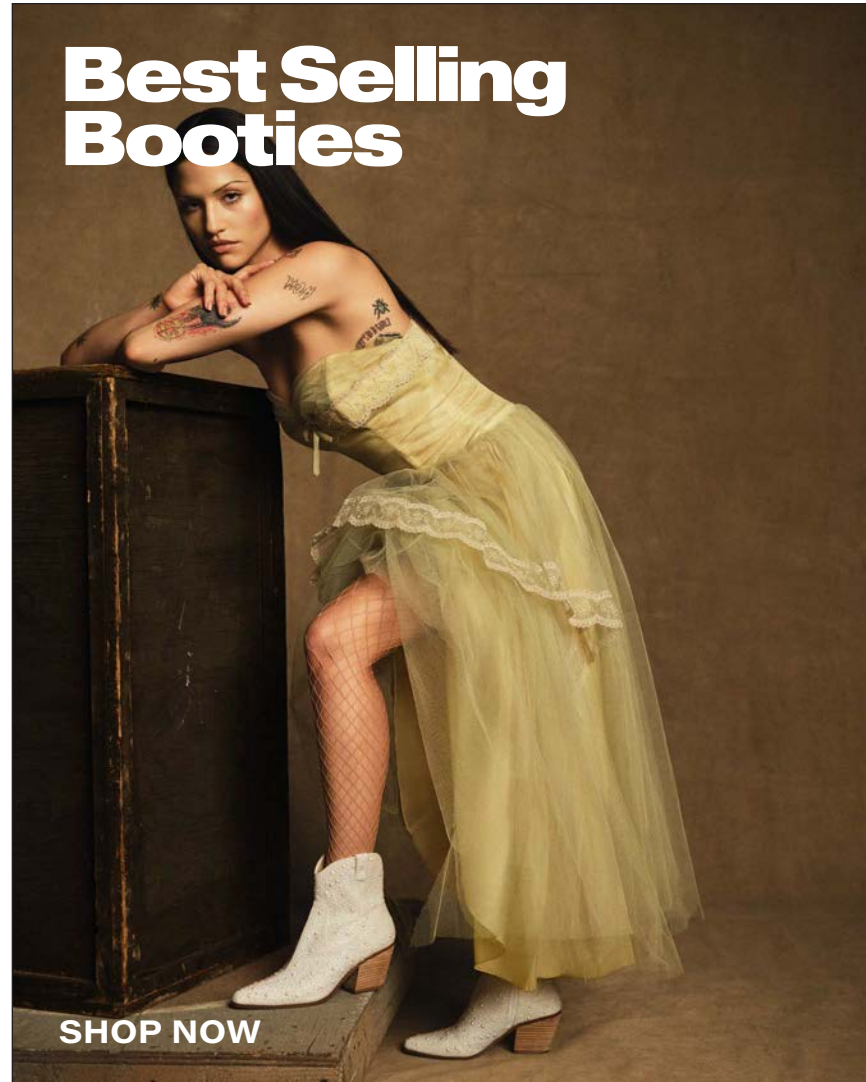






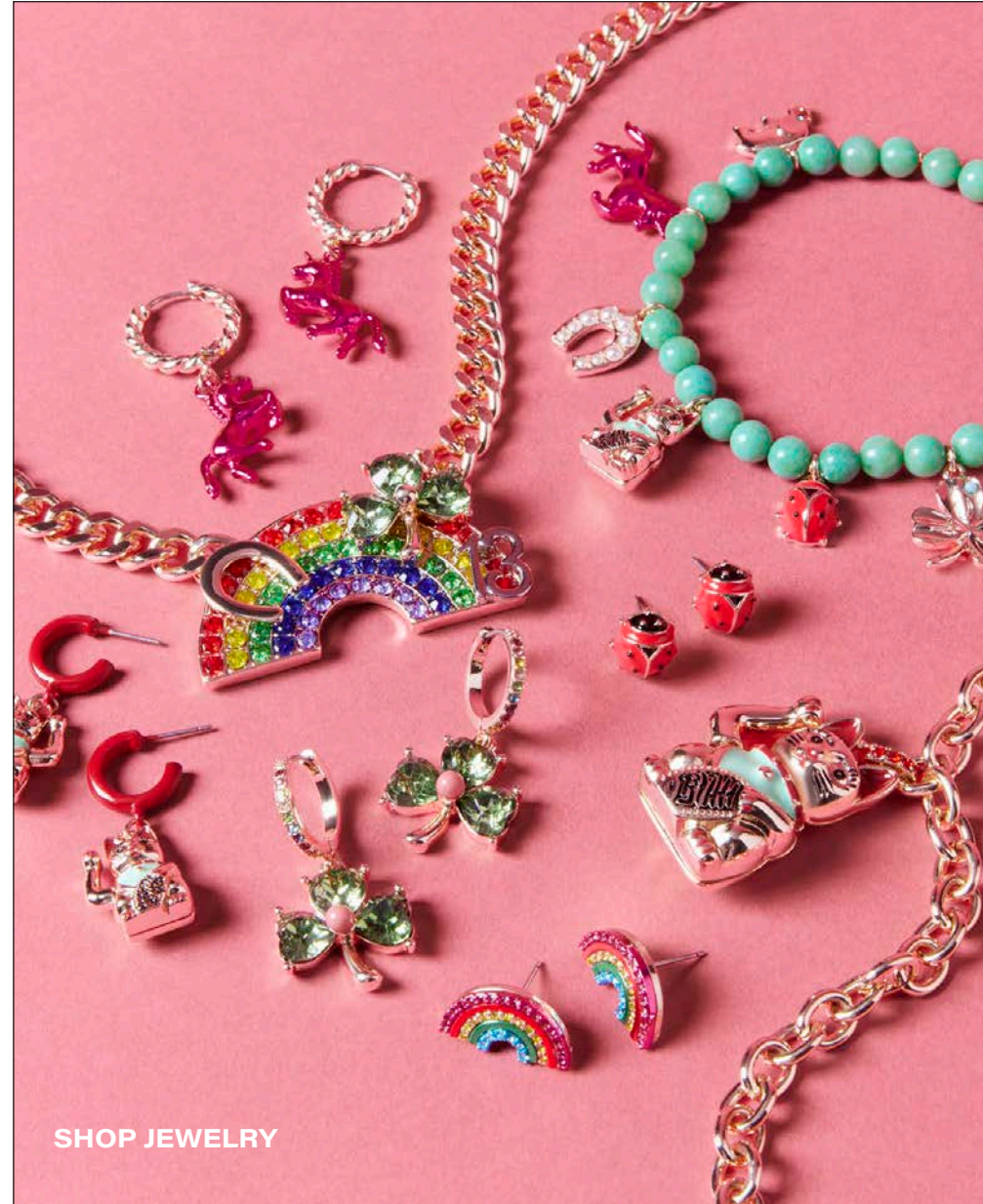








SHOP SHOES



SHOP JEWELRY



SHOP HANDBAGS

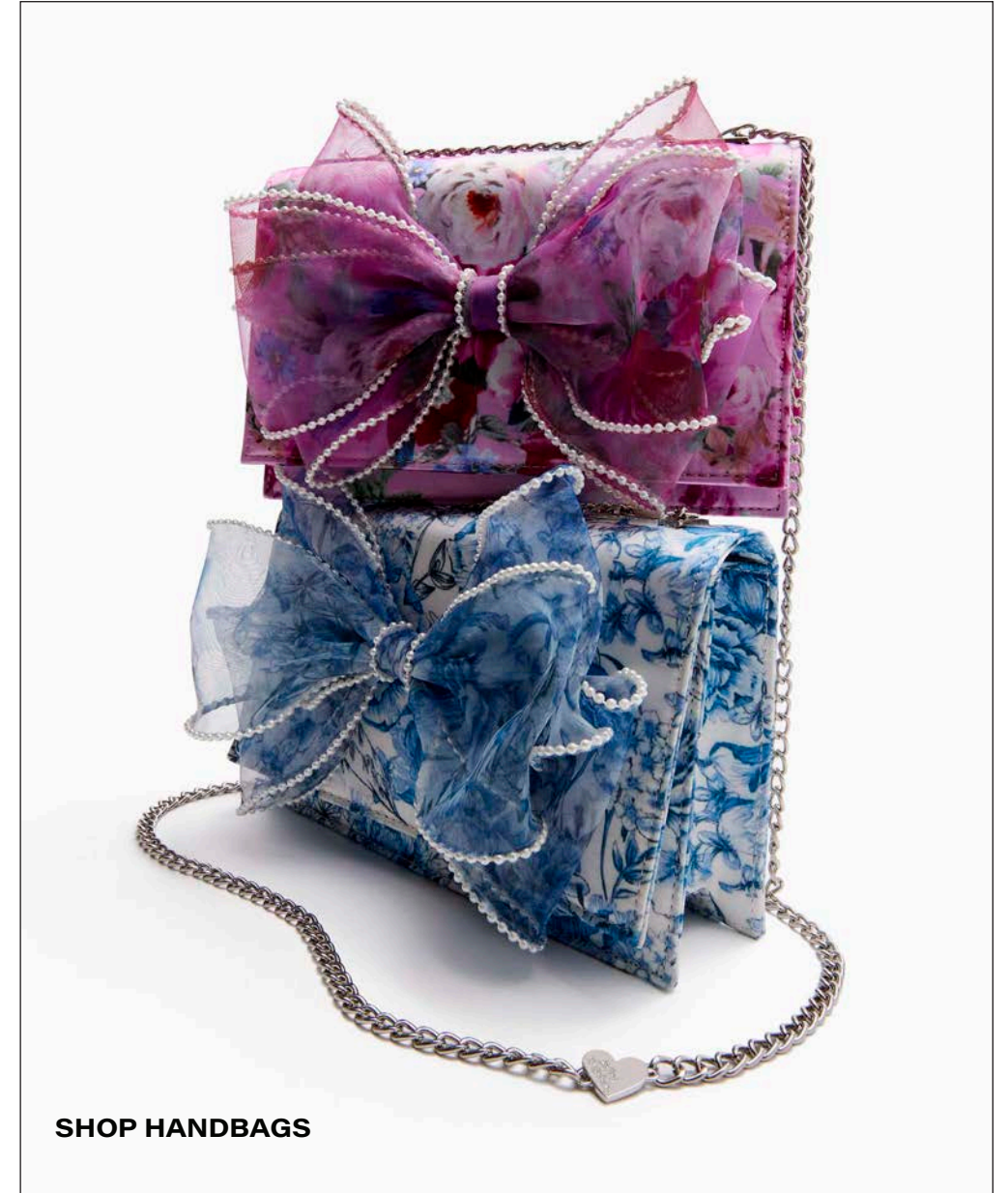




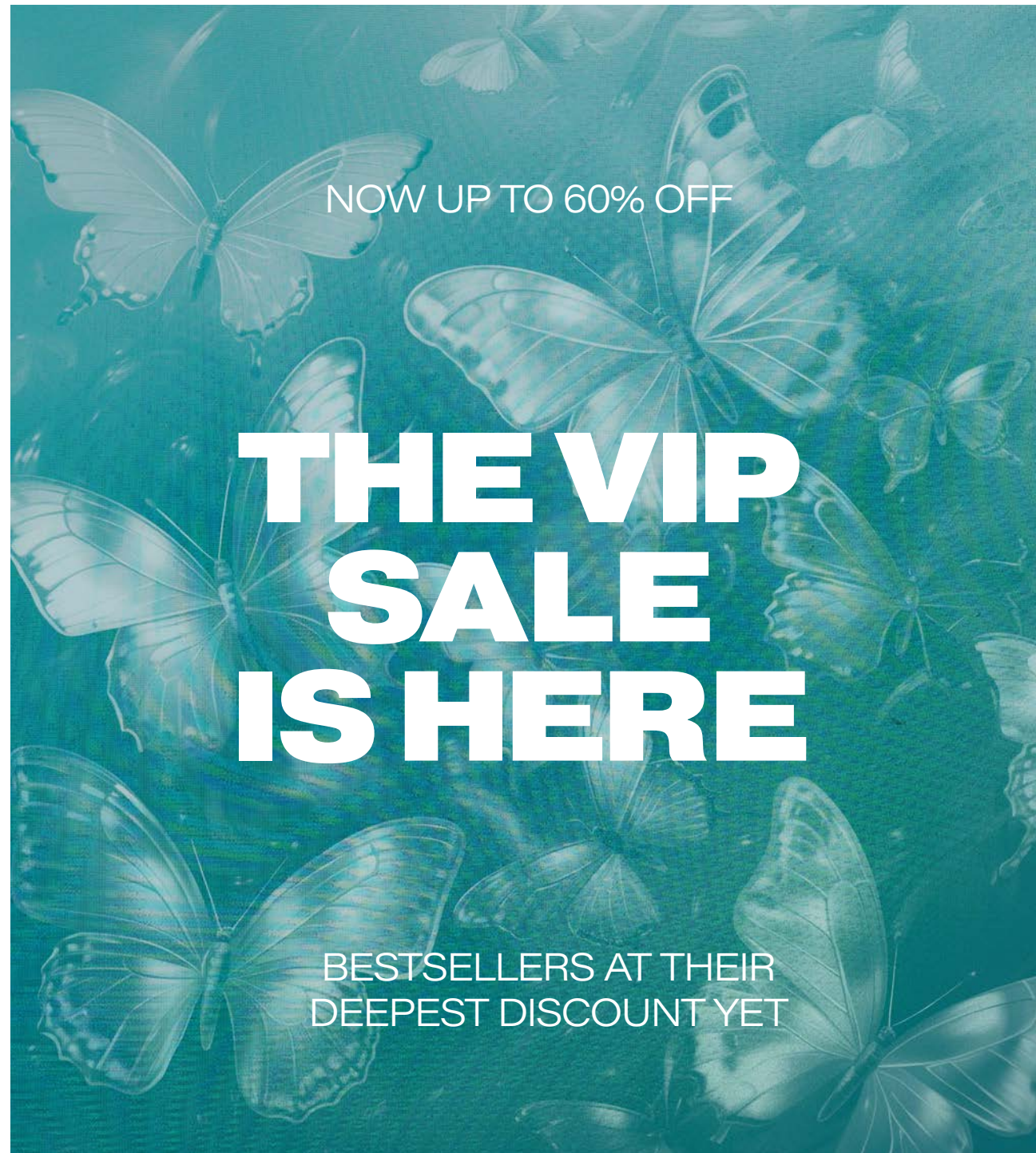
SHOP SHOES



SHOP JEWELRY



SHOP HANDBAGS




NOW UP TO 60% OFF

THE VIP SALE IS HERE

BESTSELLERS AT THEIR
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USE CODE: VIPBABE | SALE ITEMS ARE FINAL SALE | EXCLUSIONS APPLY



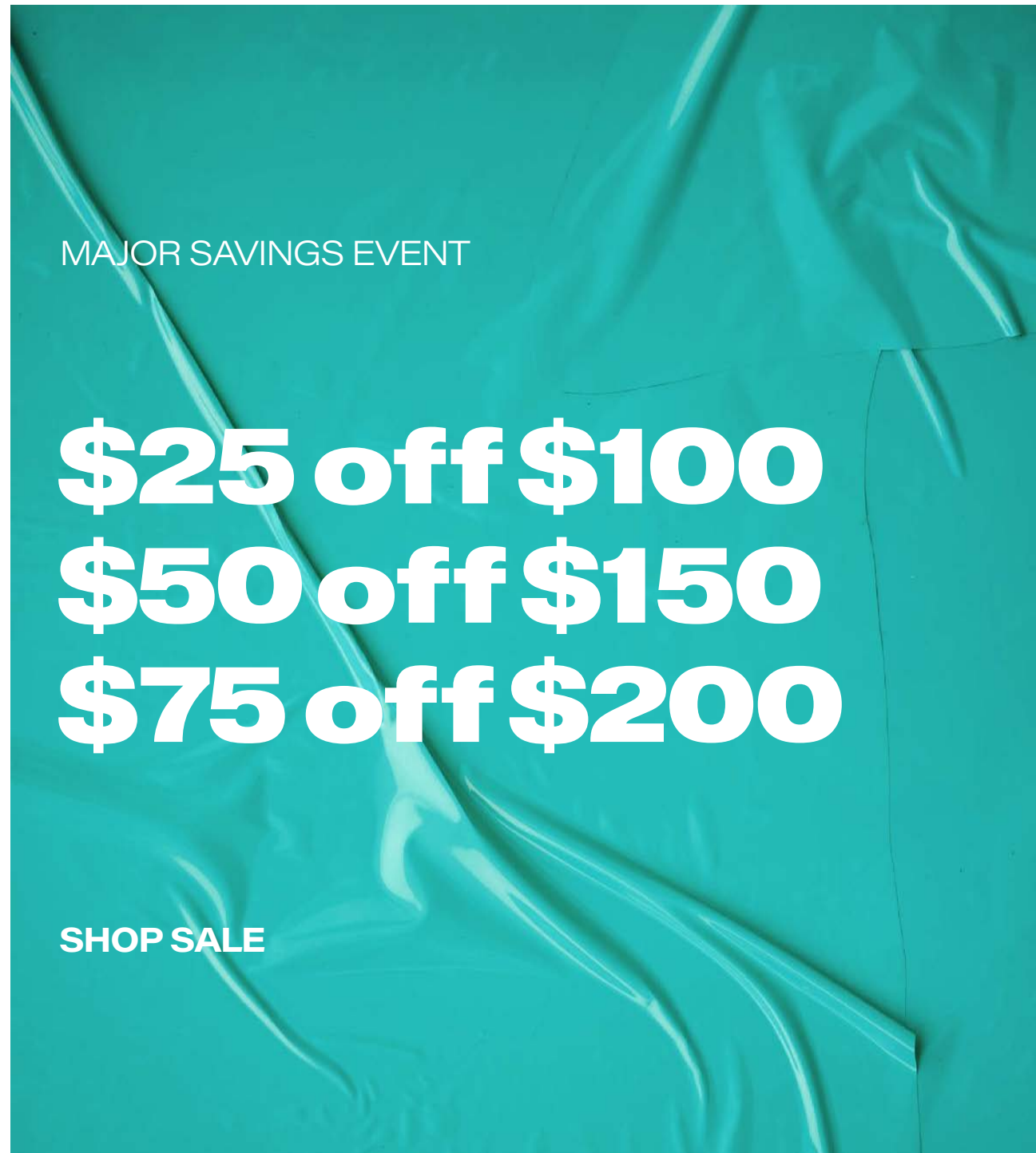
NOW UP TO 60% OFF

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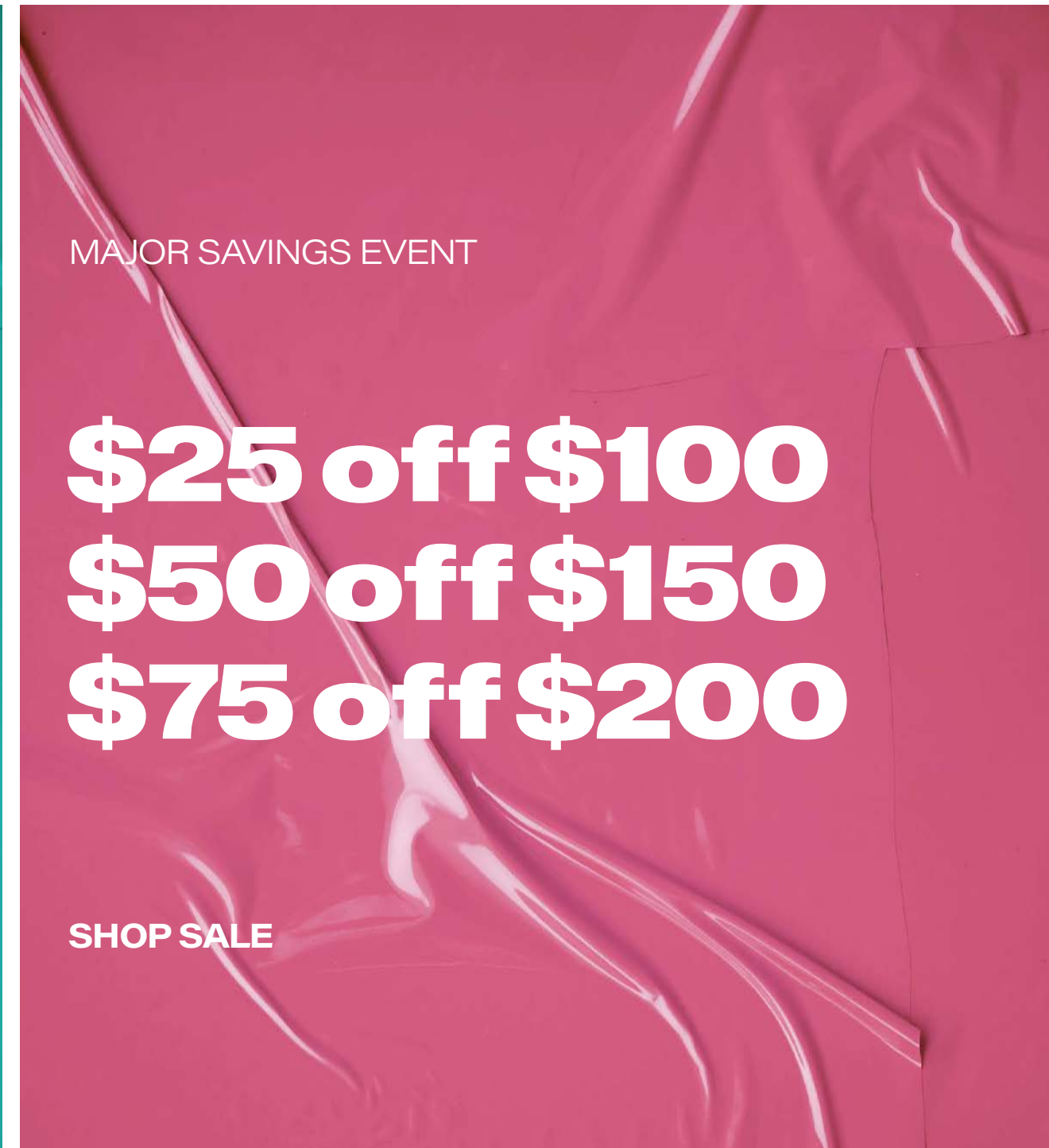


MAJOR SAVINGS EVENT

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

SHOP SALE

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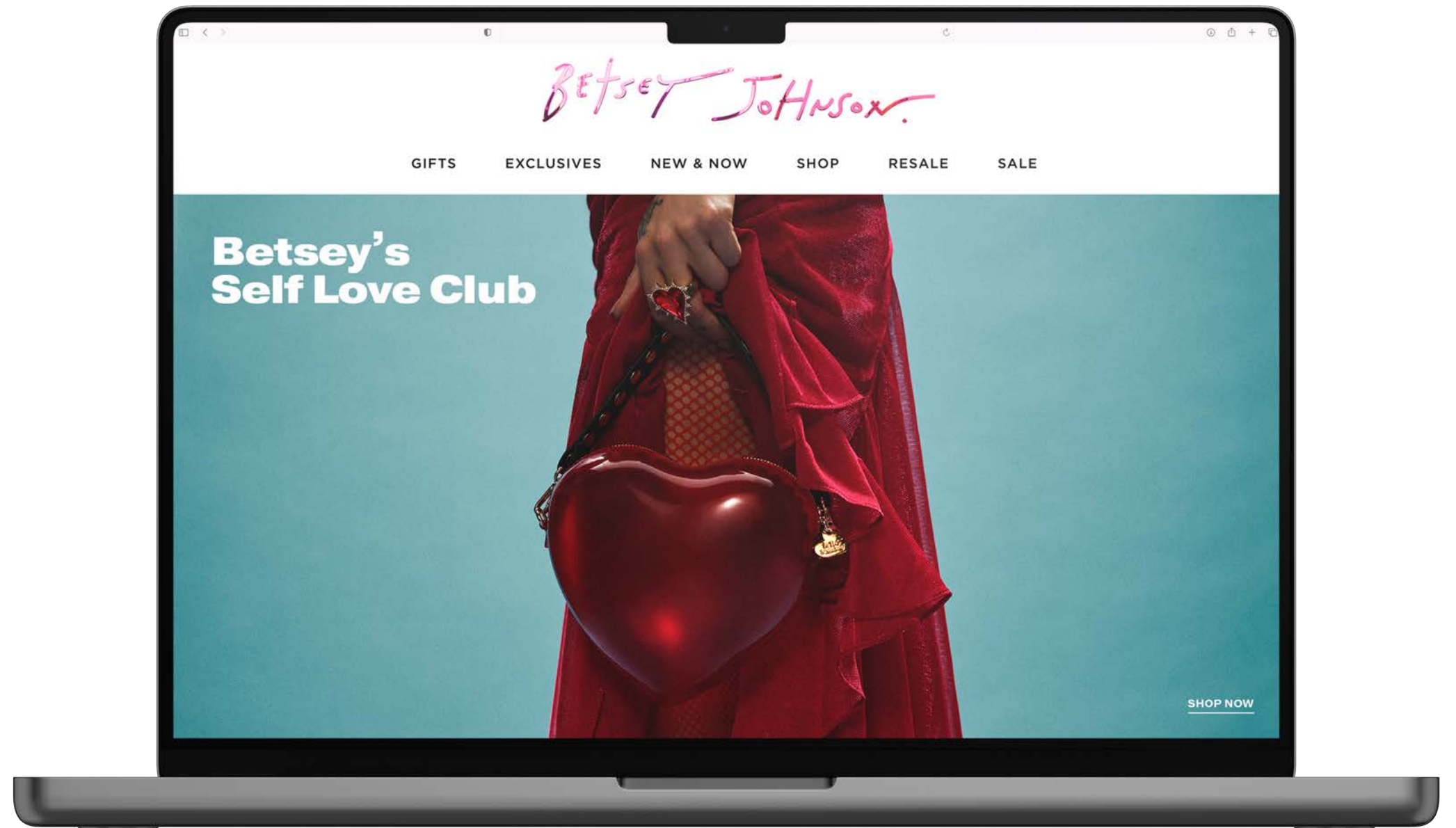
MAJOR SAVINGS EVENT

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Betsey Johnson

GIFTS EXCLUSIVES NEW & NOW SHOP RESALE SALE


Betsey's Self Love Club




Exclusive Essentials




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Betsey ReLuv
A space to buy and sell pre-loved Betsey Johnson shoes, bags, accessories & apparel.

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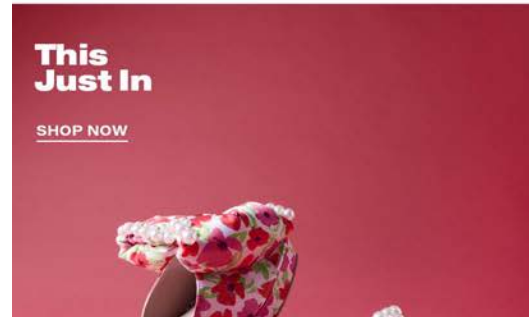
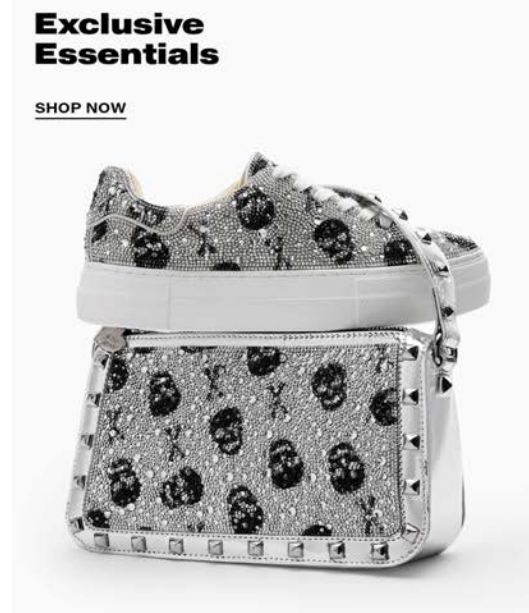
COMPANY
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Returns & Refund Form

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Shipping Policy
Return Policy
Gift Return Label
FAQs
Accessibility

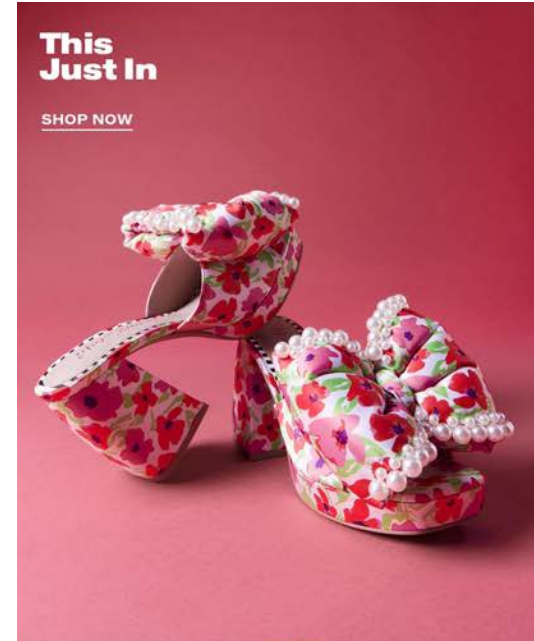
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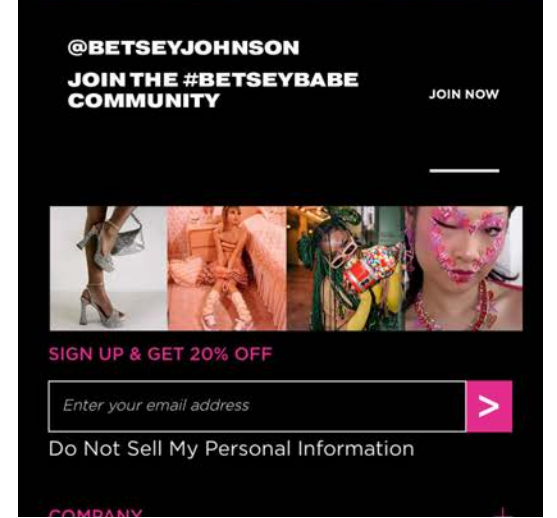
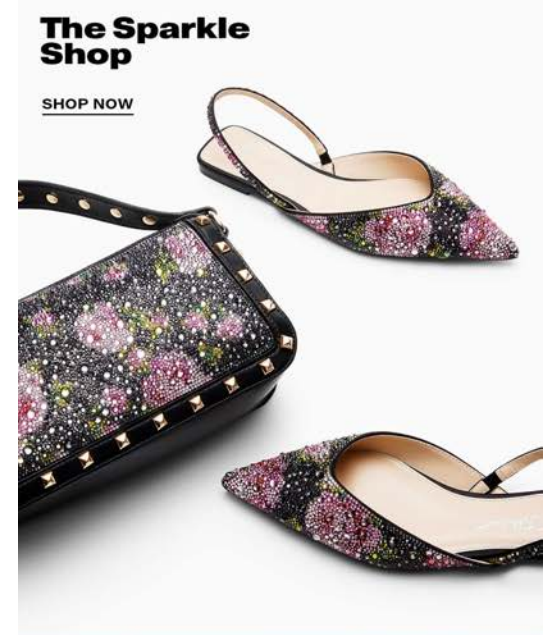
Scroll 2

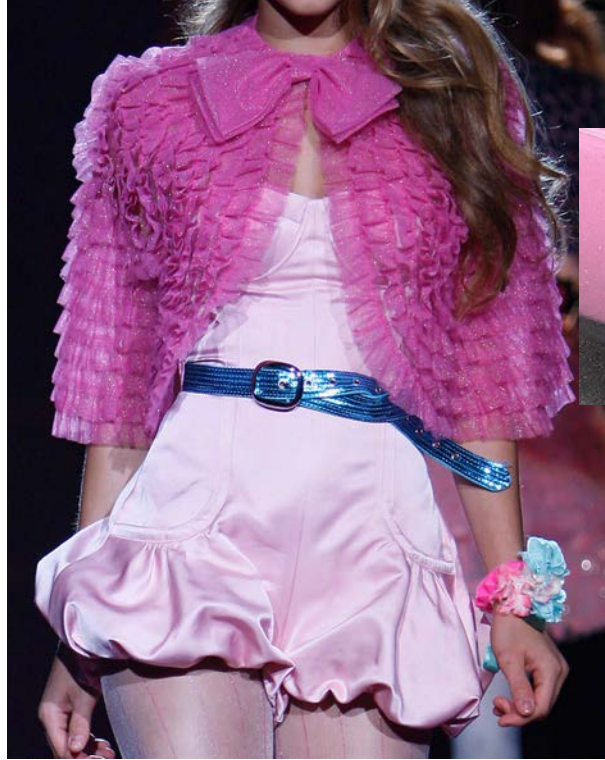
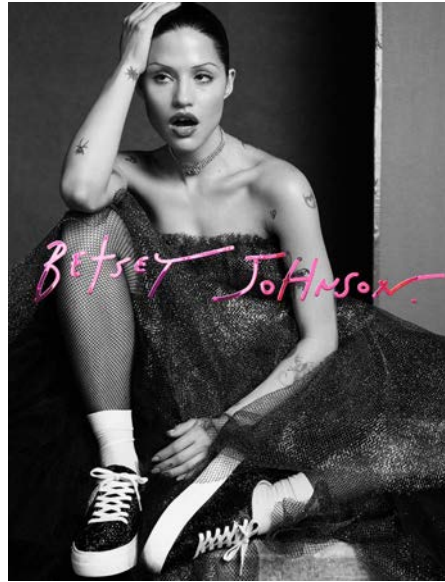


Scroll 3



Scroll 4

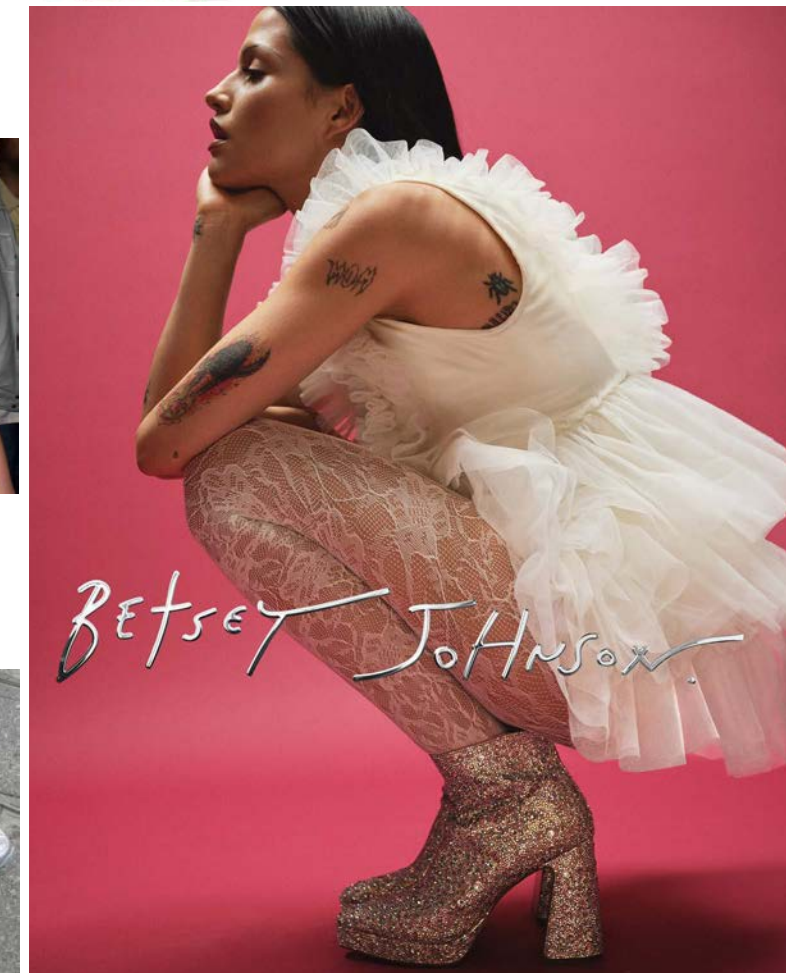
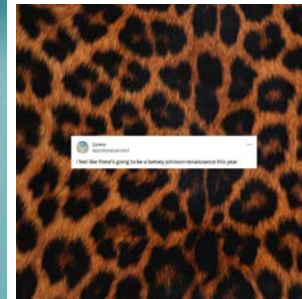


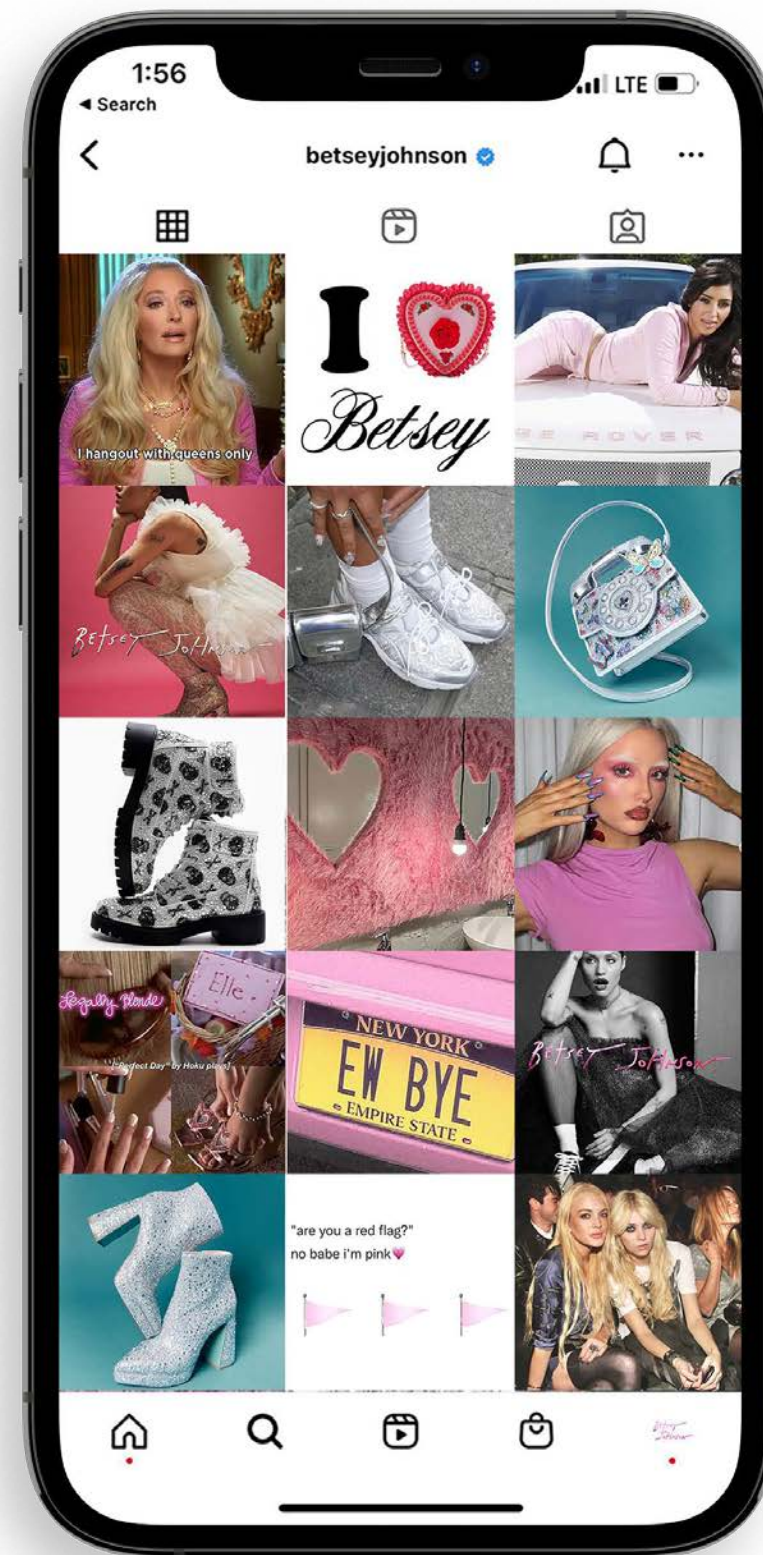
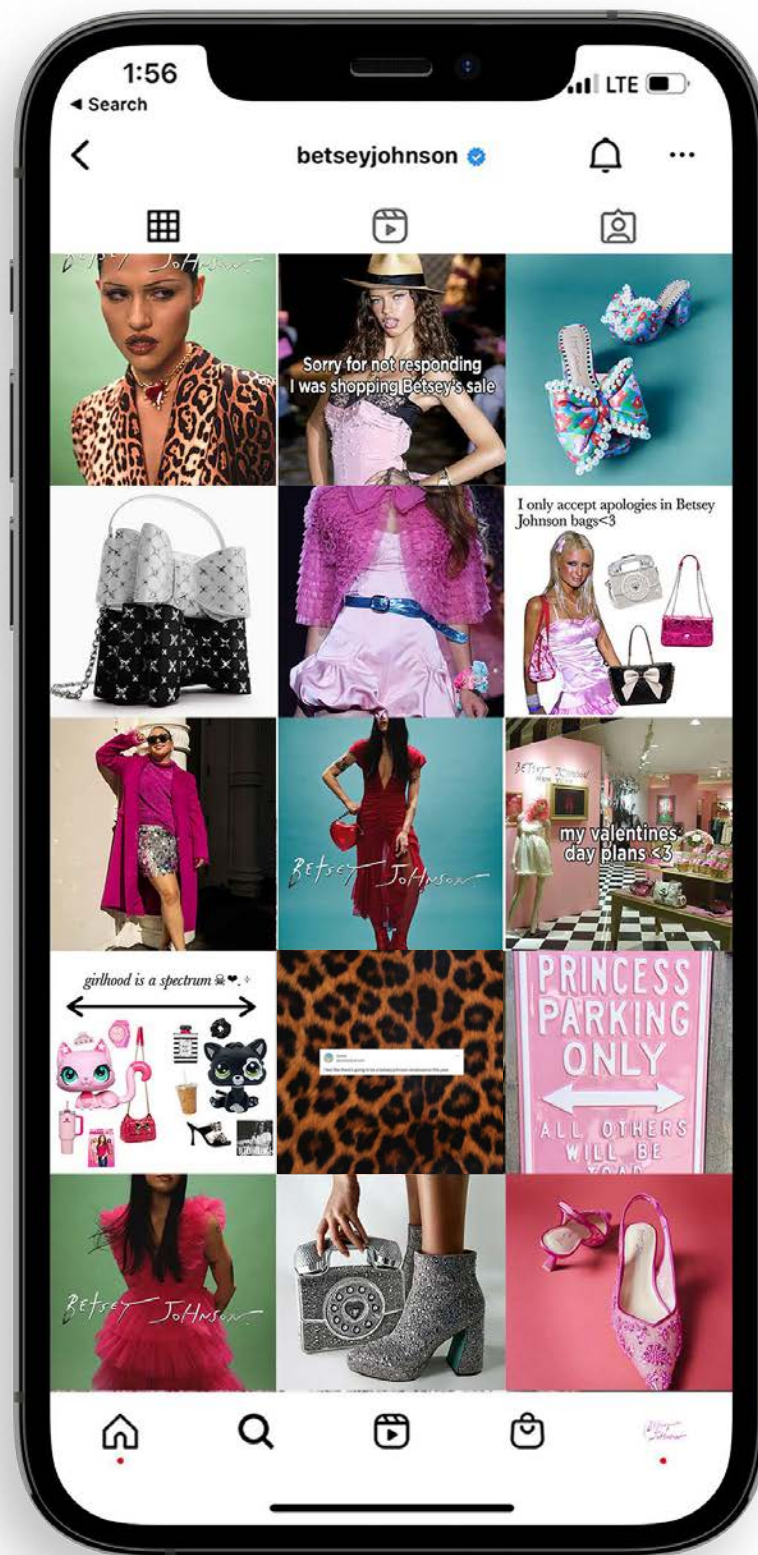
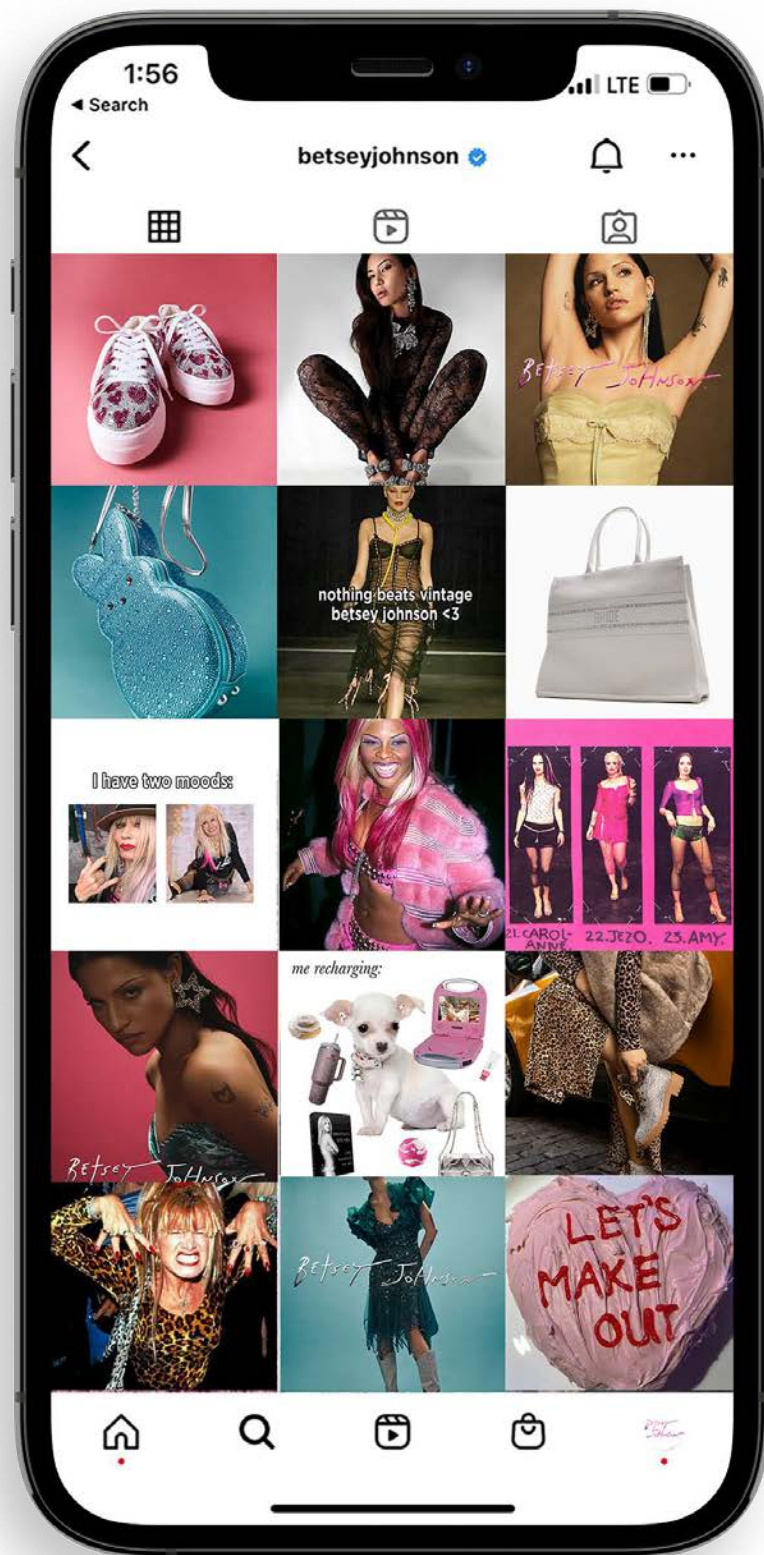


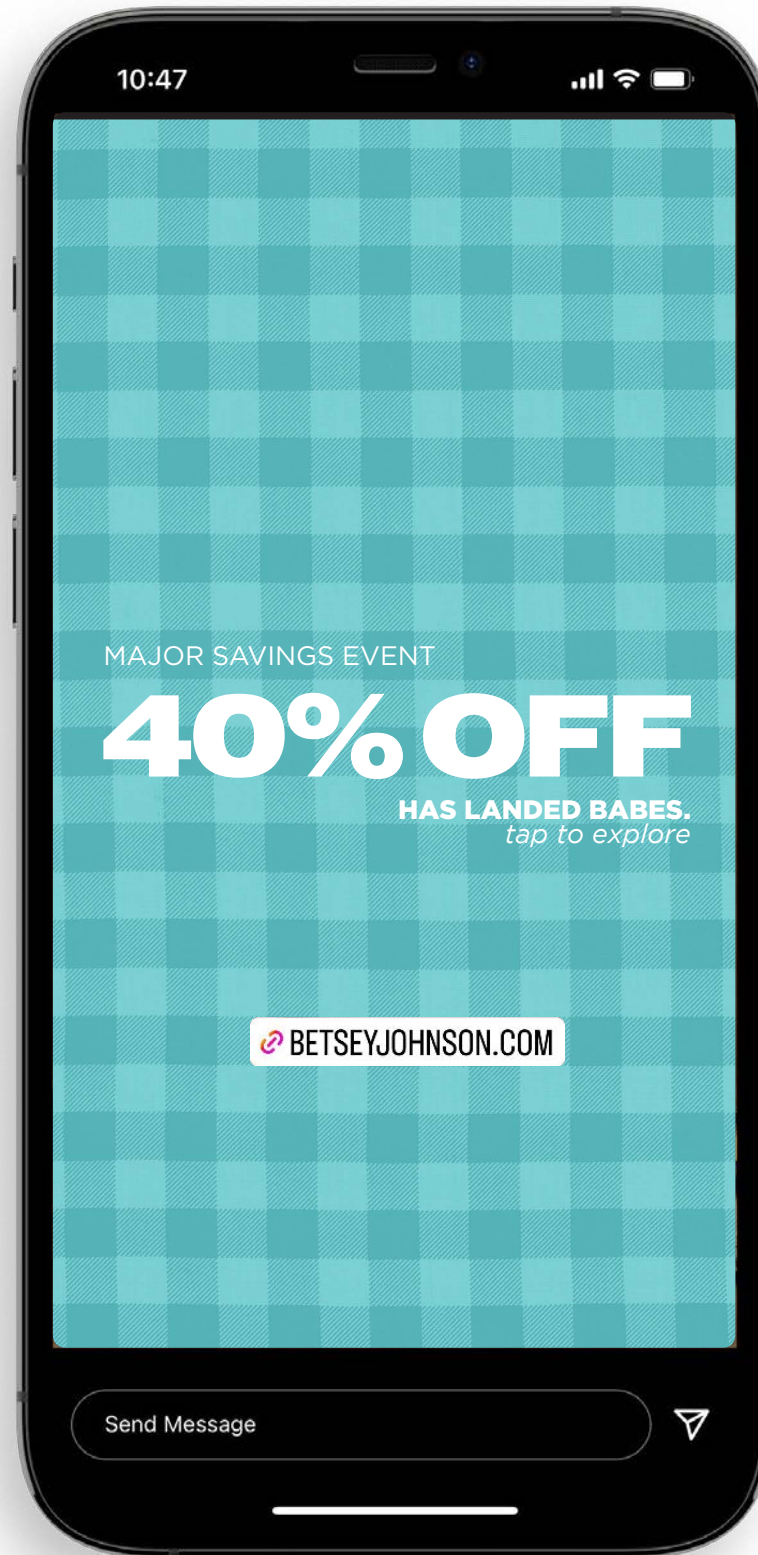
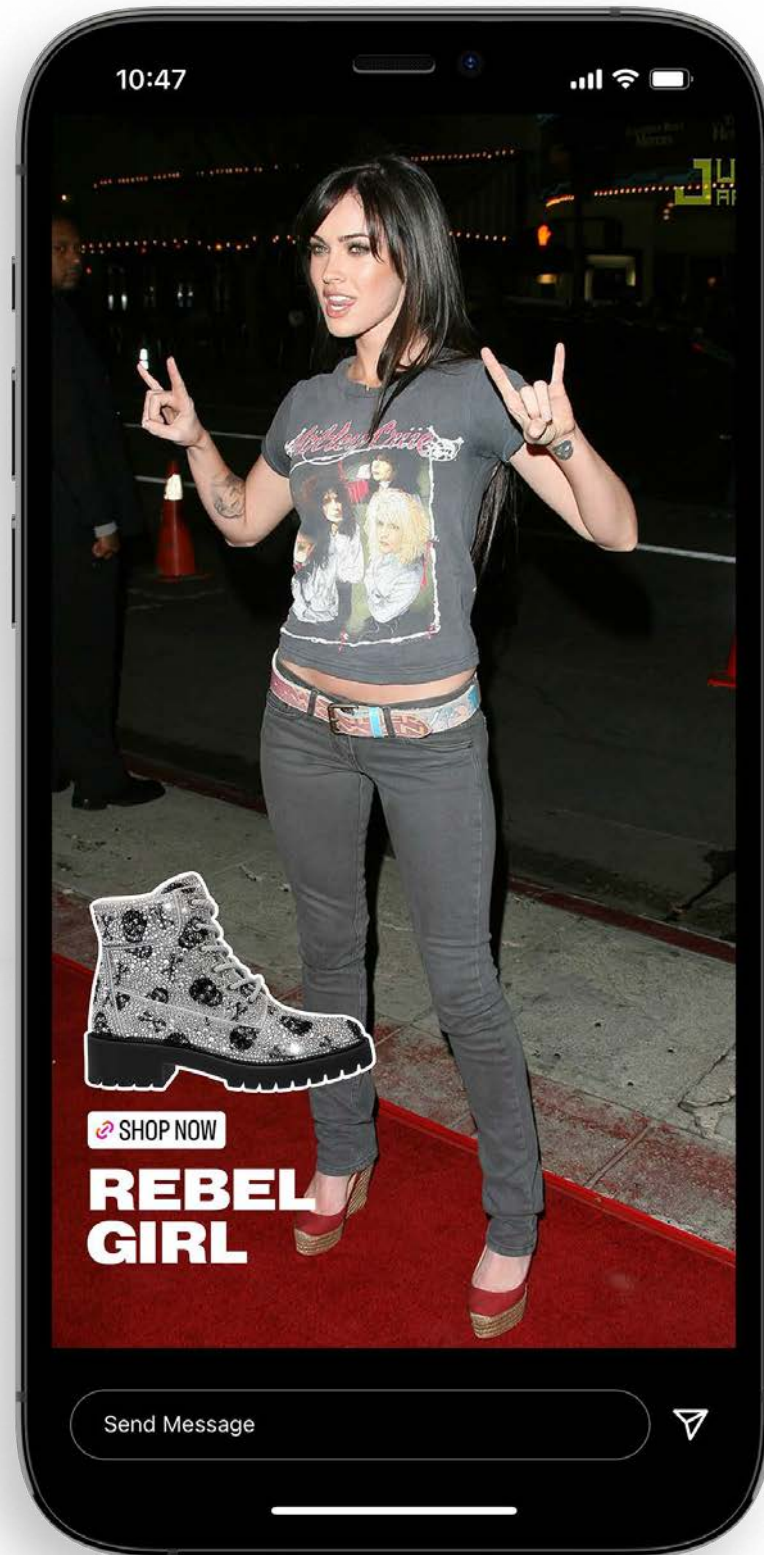
I only accept apologies in Betsey Johnson bags<3



what's in my bag *9e.*







Thank you 🍃❤️

SPRING 24 STYLE GUIDE