

JESSICA LONDON®

Fall 2018

JESSICA LONDON[®] *is...*

The
Finishing
Touch

Multi-
Tasking

DESK TO
DINNER

JESSICA LONDON

TIMELESS

JESSICA LONDON

Effortless Chic

Expertise

JESSICA LONDON

SMART VALUE

VERSATILE

COMFORTABLE

Jessica London

ACCESSORIZE!

THE
RIGHT
SHOE

Refined

JESSICA LONDON

Poise, Charm, Expertise, Timeless

Polished

PUT-TOGETHER

JESSICA LONDON

ACCESSORIZE!

TASTEFUL

CONFIDENT

HEAD-TO-TOE

CHARM

Refined

FIT

JESSICA LONDON

Desk to Dinner

The Finishing Touch

Touch

Sophisticated

Polished

JESSICA LONDON

WEAR TO WORK

ACCESSORIZE!

Put-Together

Tailored

Fit

POLISHED

TASTEFUL

Value

ELEGANT & ELEVATED

Head-to-Toe

PUT-TOGETHER

JESSICA LONDON

CONFIDENT

JESSICA LONDON

THE FINISHING TOUCH

THE RIGHT

Tasteful

SHOE

POISE

Charm

SMART VALUE

Timeless

Sophisticated

PUT-TOGETHER

JL Style Agenda

Yes, it's still technically summer, but knowing you, you'll want to get a jump-start on fall's most important pieces. Great news: you can start wearing our new season collection now.

From the must-have maxi dress to the tailored long vest, instantly update your closet with statement pieces that can be styled countless ways. Add fashion flair to your 9-to-9 with smart tailoring and fresh spins on suiting. Discover the jean-ius of great-fitting denim, including our new JL Sculpt collection. As always, we'll bring you plenty of head-to-toe style inspiration—especially with the addition of our new online magazine, [The JL Edit](#).

Effortlessly elegant and perfectly polished? Check that off your style agenda. Jessica London offers everything you need to have the best-dressed season ever.



JESSICA LONDON FALL 2018

Seasonal Overview

	JULY	AUGUST	SEPTEMBER
CUSTOMER MINDSET	SUMMER IN FULL BLOOM <ul style="list-style-type: none">• She's making the most of weekends off• Relaxing poolside, reading a summer page-turner• Loving how her jacket dress combats the office A/C	HOT DAYS, COOL NIGHTS <ul style="list-style-type: none">• She's enjoying her scaled-back summer work schedule• Half-day Friday: whine-and-dine with her besties• Sweaters, tunics and jackets come out at sundown	BACK TO "SCHOOL" <ul style="list-style-type: none">• She's budgeting her fall wardrobe• She can't live without an accordian skirt, leather jacket• She's editing her closet to make room for new
PROMOTIONAL CADENCE	7.5 E JULY 4th7.5 ET JL'S TOP 207.19 L TOPS & SWEATERS 40% OFF	8.2 JL STYLE AGENDA 30% OFF8.13 DENIM EVENT \$10 OFF8.27 DRESSES & SUITS ON SALE	9.3 LABOR DAY9.7 SHOES & BOOTS SALE9.17 SWEATER EVENT SAVE 50%9.27 FALL SALE TBD10.04 LEATHER, SUEDE, SWEATER SALE
CAMPAIGN	JL STYLE AGENDA		
BRAND STORY	TOP 20REFINED DENIMPOLISHED CASUALTAILORED STYLE		
DESIGN THEME	FALL MUST HAVES	SMART GRAPHICS	JEAN-IUS DENIM
	1. ACCORDIAN PLEATS 2. THE LONG VEST 3. PAIRING LUX & CASUAL 4. ACCESSORIES COMPLETE THE LOOK 5. BI-STRETCH WORK KIT	1. SAY IT WITH PEARLS 2. DECODING DENIM 3. ADD A STATEMENT JACKET 4. EMBRACE EMBELLISHMENTS 5. BFF'S: BURN-OUT & BI-STRETCH 6. NEW JACQUARD PONTE 7. ACCESSORIZE, ACCESSORIZE, ACCESSORIZE!	1. CORNER OFFICE TO CORNER TABLE 2. BOLD, BEAUTIFUL EMBROIDERY 3. PLUSH CRUSH: SOFT SUEDE, FAUX FUR 4. SMART STRIPES 5. CABLE READY: LAYERED SWEATER KNITS 6. INTRODUCING THE SOFT SUIT
PRINT (DRIVE TO WEB)	7.5 E FALL PEEK SEASON JL'S TOP 207.5 ET (Prospect) FALL PEEK SEASON JL'S TOP 20 (40% OFF)7.19 L TOP NOTCH STYLE (40% OFF TOPS & SWEATERS)	8.2 ER JL STYLE AGENDA FALL COLLECTION 2018 (30% OFF)8.13 LR GET THE LOOK: DENIM EDITION (EXTRA \$10 OFF)8.27 XA YOUR BEST DAY! (\$30 OFF DRESSES \$50 OFF SUITS)	9.06 LH FOOTFALLS (SHOE/BOOT BOOK)9.17 X IT'S SWEATER SEASON! (SAVE 50%)9.27 XB WHAT ARE YOU FALLING FOR? SALE10.04 XR LUXE LEATHER, SUEDE & SWEATERS (UP TO 40% OFF)
WEB UNIQUES SHOPS/GUIDES	A-Z BRANDZINE JL'S TOP 20	ACCESSORY SHOP DECODE DENIM: TRUE FIT FOR ALL! MEET ARI, JL'S LEAD DESIGNER	SOFT SUITING? IT'S THE NEW FALL FAVORITE! PLUSH CRUSH: LITTLE LUXURIES YOU'LL FALL FOR "CLEAR-THE-CLOSET" SALE
SITE CONTENT PAGE	JL'S A-Z BRANDZINE & JL'S TOP 20	HERITAGE OF STYLE	JL MEMO: TRENDS YOU CAN TRUST
SOCIAL/PR	7.4 RED, WHITE & BLOOM7.12 SIMPLICITY DAY7.17 MUST HAVE #3 ACCORDIAN PLEATS7.23 JL A-Z BRAN- DZINE7.28 MUST HAVE #17 CHARMEUSE TANK	8.4 SINGLE WORKING WOMEN'S DAY8.6 JL STYLE AGENDA: FALL 20188.15 NATIONAL RELAXATION DAY8.20 3 WAYS TO A FABULOUS FIT8.26 WOMENS EQUALITY DAY8.30 ARI'S STYLE ADVICE Q&A	9.6 LABOR DAY "JOB WELL DONE!"9.13 POSITIVE THNKING DAY9.11 CORPORATE WIDE POST HANDLED THE SAME WAY9.29 NATIONAL COFFEE DAY: ALL PERKED UP!
PLCC/LOYALTY	7.5 POSTCARD JULY SHOPPING CYCLE7.28 POSTCARD JULY SHOPPING CYCLE		9.4 REWARDS REMINDER + FORCED REWARDS

Campaign

The JL customer is always perfectly put-together,
from her daily responsibilities to her carefully coordinated looks.
We play into that sophisticated sensibility with the campaign handle "JL Style Agenda."
We'll use #JLEdit to tie back to the online magazine.

JL STYLE AGENDA

Make fall yours with a covetable collection of polished pieces.
#JLEdit

Brand Elements

1. STYLE

Your style is always on point when you shop at Jessica London.
Classic pieces mixed with sophisticated trends are the equation for a winning fall wardrobe.
In all channels, we'll promote the new standout styles and versatile closet staples—clearly calling out the benefits of each.

2. OUTFITTING

We're all about the complete look at Jessica London, which eliminates any outfit indecision.
Find the perfect fit –and-flare dress along with the complementary shapewear, lingerie, shoes and accessories.
Across all channels, emphasize that we are the one-stop destination for fabulous fall style
and make it easy to shop the complete outfit.

3. COLOR & PRINT

Discover new season pieces in a fall-perfect palette.
You'll find rich solids like burgundy, purple and orange, as well as romantic florals, pretty paisleys and chic animal prints.
And in case you're more of a traditionalist, we've got plenty of versatile neutrals too.

4. VALUE

When you shop at Jessica London, you're getting polished perfection at a very fair price.
We obsess over the quality of each design and every fabric to create timeless pieces you'll turn to again and again.
This value message will be highlighted throughout all channels, specially calling out the rich embellishment and luxe fabrics in the fall collection.

5. FIT

Whether it's a sleek leather jacket, bell sleeve tunic or a pair of sculpting skinny jeans, you can count on a flawless fit that caters to your curves.
Throughout digital and print, we'll use quotes from our design team to play up the technical attributes of our clothing in a customer-friendly way.

Digital Content

JL STYLE AGENDA

To-do: Look fabulous all fall with a covetable collection of polished pieces.

THE JL EDIT

Our new online magazine includes an A-Z on fall style that encompasses the season's big product launches, fit details and styling suggestions—of course, with immediate shoppability. Editorial components, such as an interview with a high-profile JL model, can have huge SEO payoffs.

#JLEDIT

This dedicated hashtag ties back to the online magazine and can be leveraged in multiple ways across social: to highlight key pieces, promote head-to-toe outfits and encourage user generated content.

THE FALL HIT LIST

A special destination of fall's most stylish pieces will live throughout the season. Statement pieces will be styled accordingly to show the complete look.

STYLE @ WORK

Polished, professional pieces take you from early morning meetings to post-work drinks. Trumpet the new soft suit and work kits that help you master the art of 9-to-9 style.

JL IS REDEFINING DENIM

A special collection page calls out the benefits in each of our six collections, plus shows how to put a polished spin on your jeans for every occasion.

LUXE LEATHER

This shop is dedicated to all the sophisticated spins on leather with elegant wear-it-with suggestions.

NOVELTY KNITS

There's nothing basic about fall's sweater selection and this shop shows off all the details, from intricate embellishment to flattering silhouettes.

Campaign Franchises

STYLE MEMO

We play stylist with easy tips on pulling together a look for work, weekend or travel.

STYLE PICK

The jumpsuit. The suede jacket. The charmeuse tank.

We continue highlighting those key pieces that'll instantly update your closet.
The 20 items from The Fall Hit List will get special treatment online and in print.

BODY BENEFITS

We have your fit and it's flawless.

Special callouts highlight fit attributes geared toward the plus size customer.
Yep, you're going to look and feel amazing.

Photography Direction

PRETTY IN THE CITY

Photography will capture the busy JL woman in the moment.

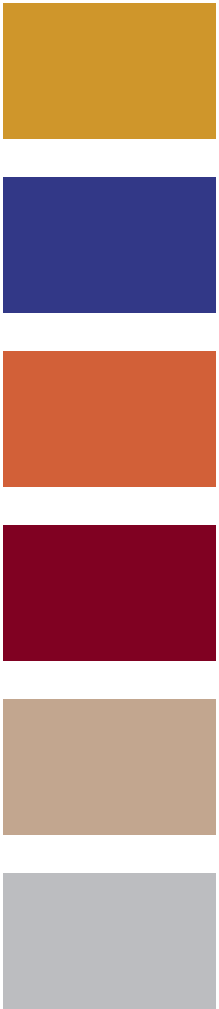
Each book will center on a different NYC location that complements the product assortment, yet photography will be leveraged throughout all books.

The direction is moodier because it's fall, but the overall projection is still warm and inviting

FALL FOLIAGE

THE FALL HIT LIST BOOK E IN HOME DATE 7/5/18

The Fall Hit List will be shot in studio, mixing backgrounds in grey with fall-appropriate solids. This modern studio photography ensures the featured items are the hero of each frame.



- Feature Categories
Top 20
Volume driver items and accessories
- Creative execution see pageXX



DOWNTOWN SOPHISTICATE

The elegant, downtown vibe of Tribeca is the ideal setting for highlighting our tops and sweaters. With a background that’s slightly out of focus, crisp shirts and novelty knits will assume a starring role.

TOP NOTCH STYLE BOOK L IN HOME DATE 7/19/18



- Feature Categories
Tops, Sweaters, Outerwear
Pure Ease
- Creative execution see pageXX



UPTOWN GIRL

THE STYLE AGENDA BOOK ER IN HOME DATE 8/02/18

What better place to showcase flawless AM to PM looks than a swanky Art Deco hotel? The intricate details of our fall collection play off the smooth lines and geometric shapes in this decadent design style. Additionally, a hotel is the perfect place to convey 9-to-9 style and show off the full assortment of fall —from denim to suiting.



- Feature Categories
Novelty items
Head to Toe Wardrobing
- Creative execution see pageXX



URBAN CASUAL

GET THE LOOK: DENIM EDITION BOOK LR IN HOME DATE 8/13/18

Our denim collections and other key pants will be shot in an airy studio loft with white walls. Denim will be the hero, while still conveying a relatable lifestyle moment. Naturally, models will be perfectly polished from head-to-toe.



- Feature Categories
Denim and Bottoms
- Creative execution see pageXX

STYLE TO GO

YOUR BEST DAY! BOOK XA IN HOME DATE 8/27/18

Inspired by our spring photography at the Staten Island ferry terminal, we are featuring another travel hub: Grand Central Station. The inspiring architecture and design serve as the perfect canvas for our dresses and suits, plus mesh well with our other photography styles.



- Feature Categories
Dresses & Suits, ITY Travel Knits
- Creative execution see pageXX



PHOTOGRAPHER
Fumie Hoppe



Models' Hair & Makeup

MODELS



ANITA



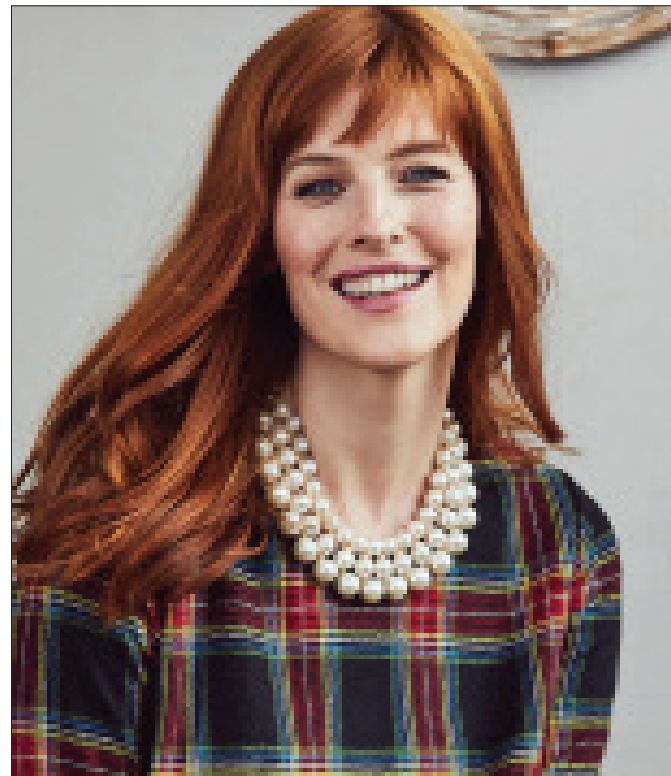
DANIELLE



TONYA



VICTORIA



KATY



BAILLIE

HAIR & MAKEUP

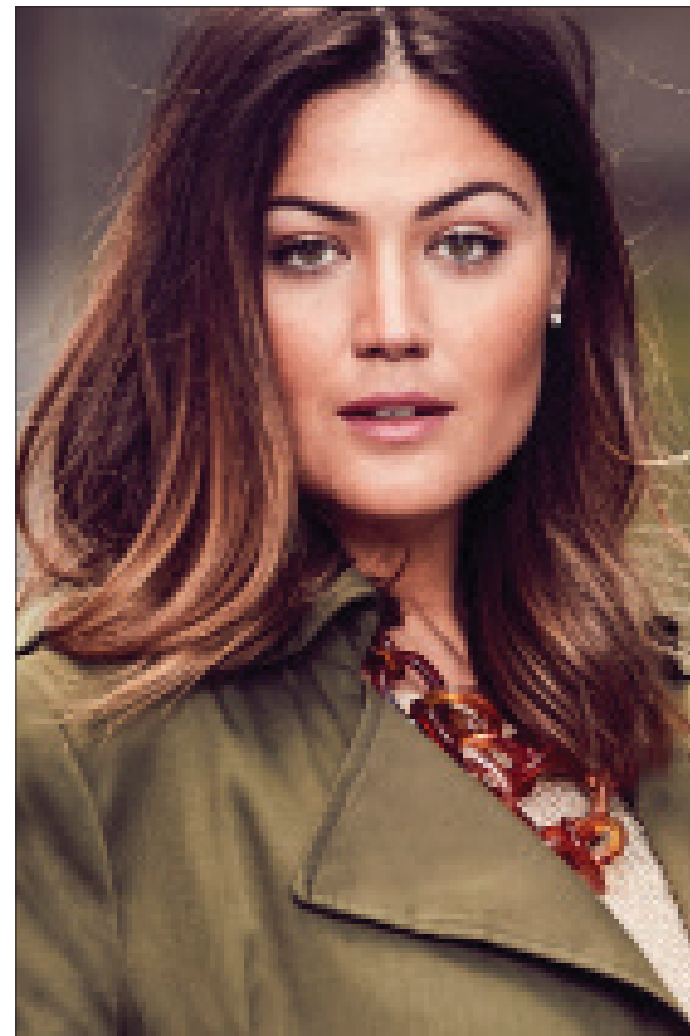
FALL'S FEMININE LOOK

In characteristic Jessica London fashion, models will have a polished, feminine look that's approachable, not overdone.

Makeup is soft and pretty, using warm neutrals for a natural glow and a more bold lip than we saw in summer.

Whether loose or pulled back, hair is styled without being too contrived.

Think: effortlessly elegant and ready for everything on her fall style agenda.



HAIR STYLIST: **Fernando Torrent**

MAKE UP ARTIST: **Roberto Morelli**

Creative Execution

Design will be cohesive throughout book, email and digital creative.
Layouts will feature a border treatment that is evocative of the featured destination,
while passport stamp graphics convey a travel look and feel.

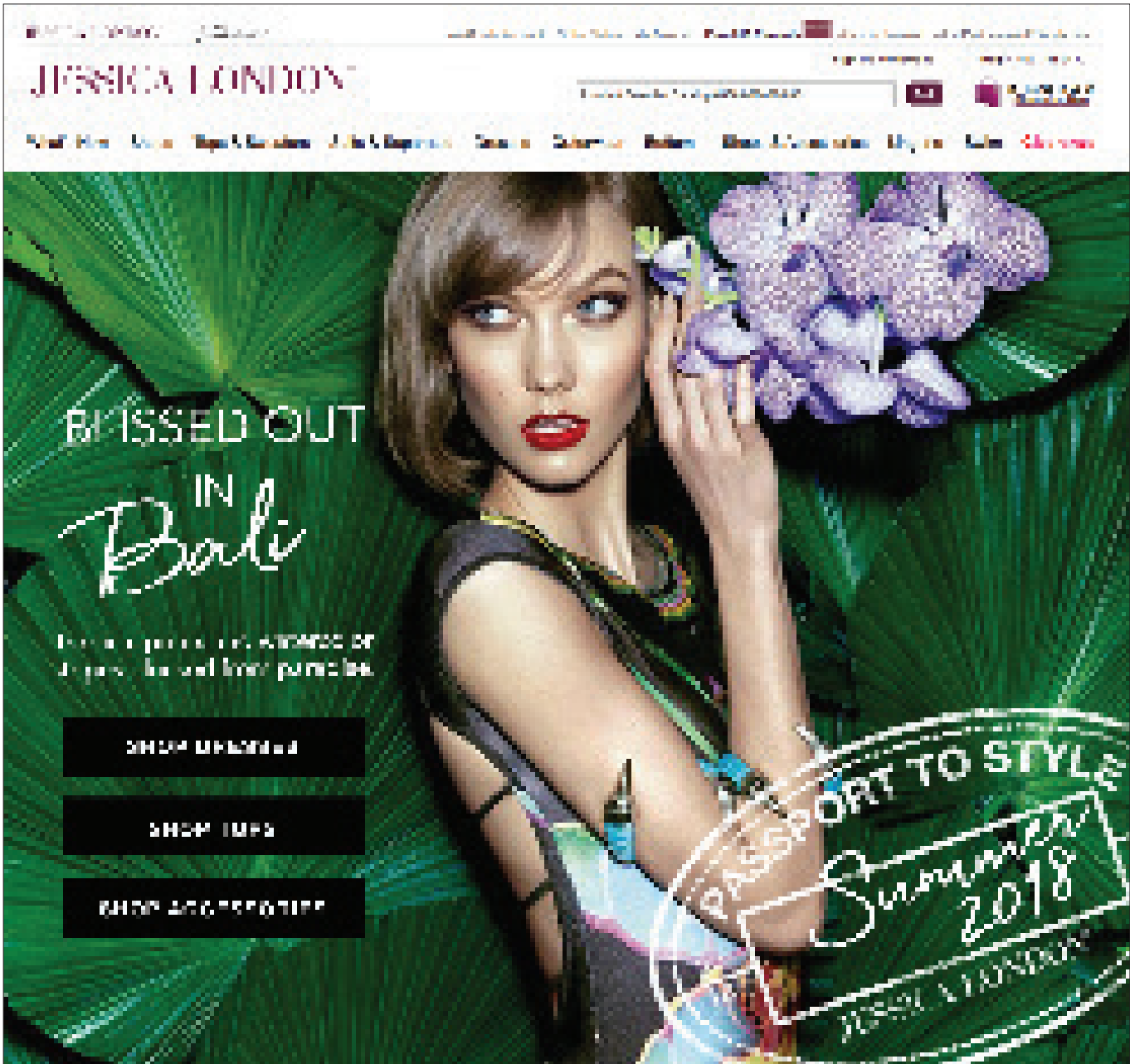
PRINT EXECUTION



PRINT EXECUTION



HOMEPAGE



EMAIL

EXTRA 20% OFF

YOUR HIGHEST PRICED ITEM*
USE CODE: JLEXXXX
*EXCLUSIONS APPLY. SEE DETAILS BELOW.

20%
TO

PASSPORT TO
Summer

JESSICA LONDON

BLISSED
OUT
IN
Bali

Summer-perfect pieces
inspired by the
Indonesian paradise.

TAKE ME THERE

UP TO
40%
OFF

EXTRA 20% OFF

YOUR HIGHEST PRICED ITEM*
USE CODE: JLEXXXX
*EXCLUSIONS APPLY. SEE DETAILS BELOW.

20%
TO

PASSPORT TO
Bali

Summer-perfect
pieces inspired
by the
Indonesian
paradise.

TAKE ME THERE

PASSPORT TO STYLE
Blissed out in Bali

UP TO
40%
OFF

SHOP NOW

JL *is* Redefining Denim

Polished. Refined.
Daytime. Nighttime.
Dressed Up. Dressed Down.
Denim, Your Way.



Denim Execution Strategy

The closet staple gets JL's signature spin with fall-perfect washes, sophisticated colors and polished styling suggestions. Plus, you asked, we listened: meet our new sculpting skinny jean—our sleekest fit yet.

As denim is expected to be 50% of the business, we'll give this ultra-important category special love throughout the season.

1. Campaign: **Denim's All Grown Up**

No one does denim like we do. Celebrate the sophisticated style and impeccable fit of our six denim collections, specially designed to flatter curves and offer all-day comfort, with a compelling campaign that runs in print, online and social.

2. Launch: **JL Sculpt Denim**

We'll message this new denim collection in a consistent way throughout digital and print. A diagram of the jean will call out specific product benefits, so we get credit for the innovative denim technology.

3. **Get the Look: Denim Edition**

- Throughout fall, leverage different creative approaches to show how to wear our denim for a polished head-to-toe look.
- Style It! sidebar features stills of items (the perfect blazer, blouse, heel, and bag) to pair with your denim.
- 1 Jean, 5 Looks: We style one pair of jeans (perhaps the new Sculpt Skinny Jean?) in five distinctly different ways, from casual to night-out worthy.



PRINT EXECUTION



Introducing JL Sculpt Denim

BODY BENEFIT

Introducing a new way to wear denim with JL Sculpt Denim. The new JL Sculpt Denim is designed to help you achieve the look you want with the benefits of a sculpting treatment.

Waist Contouring

Hip Smoothing

Thigh Slimming

Bottom Lifting

FROM 39.99

STYLING: BOOBY ALLIOTTONE

JL SCULPT DENIM

COLLECTION

Our denim is designed to help you achieve the look you want with the benefits of a sculpting treatment.

1. JILLY DENIM

28" length, 30" waist, 32" hips, 34" inseam, 36" rise, 38" length, 40" waist, 42" hips, 44" inseam, 46" rise, 48" length, 50" waist, 52" hips, 54" inseam, 56" rise, 58" length, 60" waist, 62" hips, 64" inseam, 66" rise, 68" length, 70" waist, 72" hips, 74" inseam, 76" rise, 78" length, 80" waist, 82" hips, 84" inseam, 86" rise, 88" length, 90" waist, 92" hips, 94" inseam, 96" rise, 98" length, 100" waist, 102" hips, 104" inseam, 106" rise, 108" length, 110" waist, 112" hips, 114" inseam, 116" rise, 118" length, 120" waist, 122" hips, 124" inseam, 126" rise, 128" length, 130" waist, 132" hips, 134" inseam, 136" rise, 138" length, 140" waist, 142" hips, 144" inseam, 146" rise, 148" length, 150" waist, 152" hips, 154" inseam, 156" rise, 158" length, 160" waist, 162" hips, 164" inseam, 166" rise, 168" length, 170" waist, 172" hips, 174" inseam, 176" rise, 178" length, 180" waist, 182" hips, 184" inseam, 186" rise, 188" length, 190" waist, 192" hips, 194" inseam, 196" rise, 198" length, 200" waist, 202" hips, 204" inseam, 206" rise, 208" length, 210" waist, 212" hips, 214" inseam, 216" rise, 218" length, 220" waist, 222" hips, 224" inseam, 226" rise, 228" length, 230" waist, 232" hips, 234" inseam, 236" rise, 238" length, 240" waist, 242" hips, 244" inseam, 246" rise, 248" length, 250" waist, 252" hips, 254" inseam, 256" rise, 258" length, 260" waist, 262" hips, 264" inseam, 266" rise, 268" length, 270" waist, 272" hips, 274" inseam, 276" rise, 278" length, 280" waist, 282" hips, 284" inseam, 286" rise, 288" length, 290" waist, 292" hips, 294" inseam, 296" rise, 298" length, 300" waist, 302" hips, 304" inseam, 306" rise, 308" length, 310" waist, 312" hips, 314" inseam, 316" rise, 318" length, 320" waist, 322" hips, 324" inseam, 326" rise, 328" length, 330" waist, 332" hips, 334" inseam, 336" rise, 338" length, 340" waist, 342" hips, 344" inseam, 346" rise, 348" length, 350" waist, 352" hips, 354" inseam, 356" rise, 358" length, 360" waist, 362" hips, 364" inseam, 366" rise, 368" length, 370" waist, 372" hips, 374" inseam, 376" rise, 378" length, 380" waist, 382" hips, 384" inseam, 386" rise, 388" length, 390" waist, 392" hips, 394" inseam, 396" rise, 398" length, 400" waist, 402" hips, 404" inseam, 406" rise, 408" length, 410" waist, 412" hips, 414" inseam, 416" rise, 418" length, 420" waist, 422" hips, 424" inseam, 426" rise, 428" length, 430" waist, 432" hips, 434" inseam, 436" rise, 438" length, 440" waist, 442" hips, 444" inseam, 446" rise, 448" length, 450" waist, 452" hips, 454" inseam, 456" rise, 458" length, 460" waist, 462" hips, 464" inseam, 466" rise, 468" length, 470" waist, 472" hips, 474" inseam, 476" rise, 478" length, 480" waist, 482" hips, 484" inseam, 486" rise, 488" length, 490" waist, 492" hips, 494" inseam, 496" rise, 498" length, 500" waist, 502" hips, 504" inseam, 506" rise, 508" length, 510" waist, 512" hips, 514" inseam, 516" rise, 518" length, 520" waist, 522" hips, 524" inseam, 526" rise, 528" length, 530" waist, 532" hips, 534" inseam, 536" rise, 538" length, 540" waist, 542" hips, 544" inseam, 546" rise, 548" length, 550" waist, 552" hips, 554" inseam, 556" rise, 558" length, 560" waist, 562" hips, 564" inseam, 566" rise, 568" length, 570" waist, 572" hips, 574" inseam, 576" rise, 578" length, 580" waist, 582" hips, 584" inseam, 586" rise, 588" length, 590" waist, 592" hips, 594" inseam, 596" rise, 598" length, 600" waist, 602" hips, 604" inseam, 606" rise, 608" length, 610" waist, 612" hips, 614" inseam, 616" rise, 618" length, 620" waist, 622" hips, 624" inseam, 626" rise, 628" length, 630" waist, 632" hips, 634" inseam, 636" rise, 638" length, 640" waist, 642" hips, 644" inseam, 646" rise, 648" length, 650" waist, 652" hips, 654" inseam, 656" rise, 658" length, 660" waist, 662" hips, 664" inseam, 666" rise, 668" length, 670" waist, 672" hips, 674" inseam, 676" rise, 678" length, 680" waist, 682" hips, 684" inseam, 686" rise, 688" length, 690" waist, 692" hips, 694" inseam, 696" rise, 698" length, 700" waist, 702" hips, 704" inseam, 706" rise, 708" length, 710" waist, 712" hips, 714" inseam, 716" rise, 718" length, 720" waist, 722" hips, 724" inseam, 726" rise, 728" length, 730" waist, 732" hips, 734" inseam, 736" rise, 738" length, 740" waist, 742" hips, 744" inseam, 746" rise, 748" length, 750" waist, 752" hips, 754" inseam, 756" rise, 758" length, 760" waist, 762" hips, 764" inseam, 766" rise, 768" length, 770" waist, 772" hips, 774" inseam, 776" rise, 778" length, 780" waist, 782" hips, 784" inseam, 786" rise, 788" length, 790" waist, 792" hips, 794" inseam, 796" rise, 798" length, 800" waist, 802" hips, 804" inseam, 806" rise, 808" length, 810" waist, 812" hips, 814" inseam, 816" rise, 818" length, 820" waist, 822" hips, 824" inseam, 826" rise, 828" length, 830" waist, 832" hips, 834" inseam, 836" rise, 838" length, 840" waist, 842" hips, 844" inseam, 846" rise, 848" length, 850" waist, 852" hips, 854" inseam, 856" rise, 858" length, 860" waist, 862" hips, 864" inseam, 866" rise, 868" length, 870" waist, 872" hips, 874" inseam, 876" rise, 878" length, 880" waist, 882" hips, 884" inseam, 886" rise, 888" length, 890" waist, 892" hips, 894" inseam, 896" rise, 898" length, 900" waist, 902" hips, 904" inseam, 906" rise, 908" length, 910" waist, 912" hips, 914" inseam, 916" rise, 918" length, 920" waist, 922" hips, 924" inseam, 926" rise, 928" length, 930" waist, 932" hips, 934" inseam, 936" rise, 938" length, 940" waist, 942" hips, 944" inseam, 946" rise, 948" length, 950" waist, 952" hips, 954" inseam, 956" rise, 958" length, 960" waist, 962" hips, 964" inseam, 966" rise, 968" length, 970" waist, 972" hips, 974" inseam, 976" rise, 978" length, 980" waist, 982" hips, 984" inseam, 986" rise, 988" length, 990" waist, 992" hips, 994" inseam, 996" rise, 998" length, 1000" waist, 1002" hips, 1004" inseam, 1006" rise, 1008" length, 1010" waist, 1012" hips, 1014" inseam, 1016" rise, 1018" length, 1020" waist, 1022" hips, 1024" inseam, 1026" rise, 1028" length, 1030" waist, 1032" hips, 1034" inseam, 1036" rise, 1038" length, 1040" waist, 1042" hips, 1044" inseam, 1046" rise, 1048" length, 1050" waist, 1052" hips, 1054" inseam, 1056" rise, 1058" length, 1060" waist, 1062" hips, 1064" inseam, 1066" rise, 1068" length, 1070" waist, 1072" hips, 1074" inseam, 1076" rise, 1078" length, 1080" waist, 1082" hips, 10

FROM 39.99

BODY BENEFIT

To take the guestwork out of dressing well, add the jacket dress to your wardrobe. It's a bodylike look that's all business by day but loves a night out.

Tummy Control Denim

True Versatility. True Comfort. True Polish. True Flare. True Style.



A



B

FROM THE MOVIE ALL DEN BY
C.A. TUM TUMMY CONTROL DENIM
COLLECTION

Experience the magic of denim with the
Tummy Control Denim Collection. Available in
five colors: Coral Blue, Red, White, and
Black. Choose the color that suits your style.

Available in sizes: 24-32 waist, 28-36 length.
Coral Blue: \$119.99
Red: \$119.99
White: \$119.99
Black: \$119.99



C



D

Available in sizes: 24-32 waist, 28-36 length.
Coral Blue: \$119.99
Red: \$119.99
White: \$119.99
Black: \$119.99

THE JL EDIT

Introducing...
an online magazine devoted to the JL look and lifestyle.

Online Magazine Execution Strategy

A special landing page, refreshed seasonally, that will appeal to existing customers and attract new ones with editorial and product-related content.

We'll promote through our own marketing efforts (email, social) and PR outreach to media outlets.

The Fall Edition of The Edit will include:

Editor's Letter: an inspiring message from Celeste that establishes our POV and gets the customer excited about all the season's new styles.

A-Z of Fall Style: A fashion magazine-inspired experience encompassing the season's big product launches, fit details and styling suggestions—of course, with immediate shoppability. We'll give each letter a fun, editorial spin

Model Editorial: A cooperative feature with one or several JL models that has a newsworthy element to it. A click bait element will appeal to media outlets who write about the feature and link to it from their own sites, thus increasing traffic to jessicalondon.com

The Benefits of an Online Magazine

According to Eben Thurston, director of SEO at Full Beauty Brands, editorial content can drive traffic to the site and potentially increase Jessica's London's authority on plus-size style.

What's key is producing unique plus-size content that interests mainstream media outlets such as instyle.com and marieclaire.com who then link to the feature on jessicalondon.com.

The only way to get credible back links is through content marketing and social media efforts. Advertising links don't count; only editorial endorsements do. A brand needs good back links to get good Google rankings. Otherwise you're buried on page 2 of a Google search, which may as well be page 100.

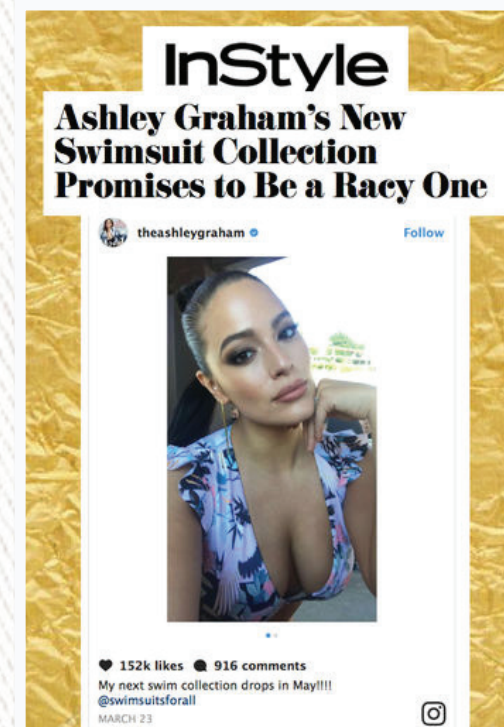
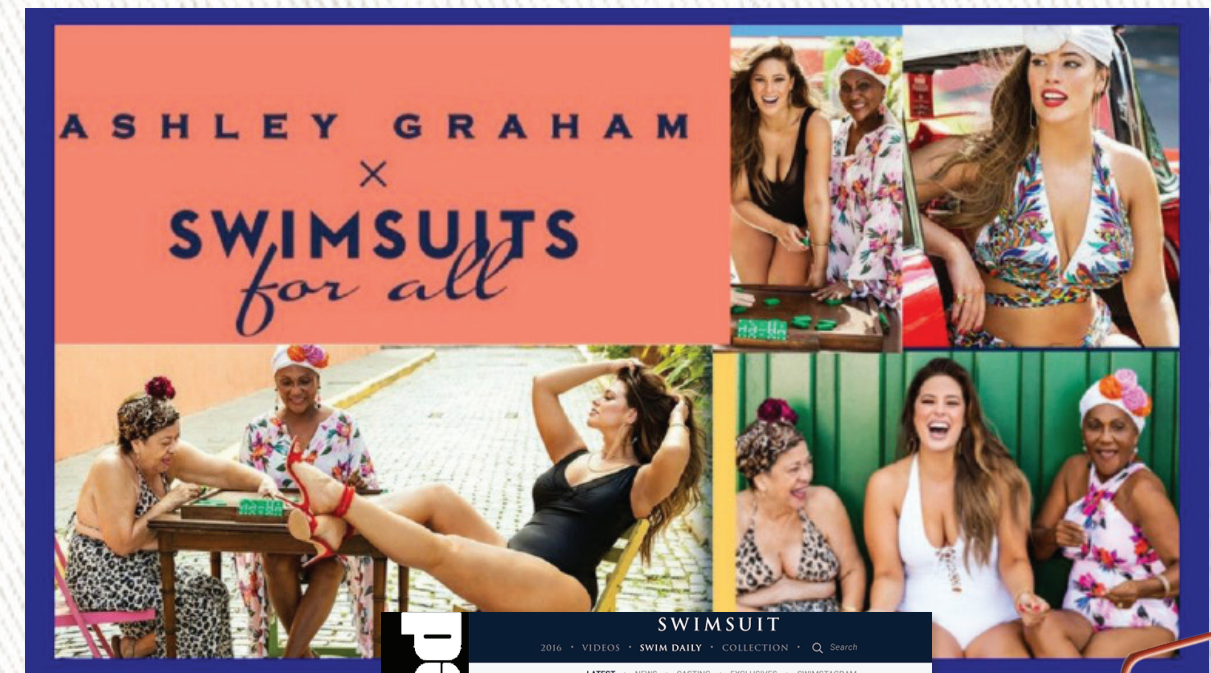
Swimsuits For All Case Study

Last year's collaboration with Ashley Graham for her swimsuit line had big payoffs:

- * Total linking domains (website): 153
- * Total back links: 435

Takeaway: These links are all organically driving traffic to the SFA site.

*Data source: <https://ahrefs.com/>



Execution

Execution

Media Point of View

JL FALL 2018 BOOK POVS

7.5 E

PEEK SEASON

JESSICA LONDON'S TOP 20!

OFFER:

POV: If summer is about dreaming, fall is about planning.
Spark your fashion imagination with a peek at what's ahead:
Our Top 20 Must Haves. No wardrobe will be complete without a few (or all!)
of these sensationally chic and sensibly stylish silhouettes.

STORIES:

Top 20 #3: Accordion Pleats

Charmeuse Chic: Meet the satin that goes with everything (even jeans!)

Bi-Stretch Work Kit: 5 easy pieces that work overtime

JL Sculpt: The newest denim to die for

The Color Edit: Black & white gets a jolt from bright floral colors

7.5 ET

PEEK SEASON

JESSICA LONDON'S TOP 20!

POV: At Jessica London we believe that great fit and feel add up to a look you'll love to wear again and again.

To give you a hint of where we're going with this, take a peek at our Top 20 Must Haves.

No wardrobe will be complete without a few (or all!) of these sensationally chic and sensibly stylish silhouettes.

7.19 L

TOP NOTCH STYLE

OFFER: 40% OFF TOPS & SWEATERS

POV: Whether you prefer classic knits and standby shirting, or you opt for a bit of bling like beading or embroidery,
the new fall crop of timeless tops delivers. But they're only one piece of the wardrobe puzzle.

That's why we show you how to pull all the pieces together for a picture-worthy look..

STORIES:

Top 20 #17: The Long Vest

Bling it On: Sweaters embellished with beads, pearls, embroidery

Va Va Velour: A rush of plush for fall

JL Sculpt: The newest denim to die for

The Color Edit: An inspired arrangement of warm, autumnal colors

8.02 ER
THE STYLE AGENDA

OFFER: 30% OFF

POV: Flexibility, that's what we love about Fall. Pieces you can style countless ways, now through spring.
From fresh spins on suiting to smart off-duty dressing—the fashion forecast is clear with more than a chance of head-turning style.

Pay special attention to denim, which now fits like a dream and pairs with just about anything:

blouse, blazer, belle-sleeve tunic. Shoes, scarves, jackets and hats?

At JL, we don't stop until you're styled from top to bottom.

STORIES:

Top 20 #8: The Belle Sleeve Tunic

Softly Suited: This new silhouette goes 8-to-8 in total style

Jeaneology: What's your denim DNA?

Luscious, truffle-soft suede is autumn's must-have luxury

The Color Edit: From cinnamon to plum, the fall palette is delicious

8.13 LR

GET THE LOOK: DENIM EDITION

OFFER: EXTRA 10% OFF ALL DENIM

POV: This wardrobe staple gets JL's signature spin with polished updates to classic looks, fall-perfect washes and color-drenches.

Just in time for apple picking, meet our sleekest fit yet, the JL Sculpt Jean, soon to be your go-to weekend favorite.

Of course, there are the fit technologies you've come to love: Comfort Waist, Tummy Control, True Fit.

JL is redefining denim with a true blue commitment to style and fit.

STORIES:

Flat Out Fabulous...the Tummy Control Jean

Denim Grows Up: Accessorize for a sophisticated take on denim

Jeaneology: What's your denim DNA?

Leather & Denim, a pair made in fashion heaven

The Color Edit: It's all about washes, from

inky indigo to bleached-out baby blue

8.27 XA

YOUR BEST DAY!

OFFER: \$30 OFF DRESSES, \$50 OFF SUITS

POV: When you want to look your best, nothing beats a suit or a dress for confident style.

From man-tailored classics to jacket dresses, or our new feminine Soft Suit, you'll always look refined and polished.

Seize the day in a dress tailored to perfection and detailed with feminine touches like bell sleeves, face-framing necklines and curve-loving silhouettes.

STORIES:

The Fit & Flare Dress, JL's ladylike silhouette

Suit Yourself: With so many options, we make easy work of finding yours

The Soft Suit: The newest desk-to-dinner style solution

Jacket Dresses, the best of both worlds

The Color Edit: The palette explodes with everything
from neutrals to brights and pleasing prints

9.06 LH

FOOTFALLS

OFFER: 00% OFF SHOES AND BOOTS

POV: At Jessica London we believe that dressing well is a head-to-toe event—we love the way a look falls into place with the perfect accessories.

And the accessory we adore most (sorry, we do have a favorite!) is footwear.

Boots, booties, pumps and flats – these walkable wonders are the ideal expression of your individual style.

Luxurious leather and suede make Fall is an especially exciting season for satisfying your shoe lust.

STORIES:

Sure Step: The Double-Zip Bootie

Style To Boot: No need to sacrifice style for the most comfortable wide-width boots of the season

Just Loafing: This classic makes a comeback with a flexible, modern fit

Ankle Away! When it comes to booties, the more the merrier

The Color Edit: Leather and suede in naturally rich neutrals and unique eye-catching colors

9.17 X
SWEATER SEASON!
OFFER: SAVE 50%

POV: Life's better in a sweater, especially new knits that caress with a figure-loving look.
Whether it's a fine-gauge flatterer to pair with suits and slacks or chunky cables to top your jeans, our knits are notable for their quality, color, fit and style.
Cashmere is softer than ever and beautifully bejeweled.
Most noteworthy this fall is the Cable Sweater Dress, a heavenly soft knit that's guaranteed to reach classic status.

STORIES:
Cable Ready: The sweater dress is here and it's an instant favorite!
Major Dust Up: The duster is the one piece you need for fall
Gauging by our 5-star review, the Fine Gauge Turtleneck is a must have!
Brighten Your Day: Metallic knits are not just for nighttime
The Color Edit: Standby neutrals, covetable colors, stylish stripes—sweaters stand out for their variety and versatility.

9.27 XB
WHAT ARE YOU FALLING FOR?
OFFER: CLEAR-THE-CLOSET SALE

POV: Out with the old and in with the new—now is the perfect time to edit your wardrobe.
Start by defining your go-to's, the pieces you could never live with out and add to those new versions you'll love just as much.
Now make room for the best of JL's Fall Collection.
With savings this big, updating your look with fresh new finds has never been easier or more fun.

STORIES:
Sweater Stock Up
Denim Delivers
Fresh Coating
Suitable Savings