



**“Vera Wang’s smashing new line for Kohl’s looks rich, reads **chic** and is priced to sell like wildfire.”**

**“You’ll want to **LIVE** in this **DIVINELY PRICED** designer dress!”**  
**marie claire**

**THE WALL STREET JOURNAL**

**“Few designers are as *prolific* as Vera Wang.”**

**Forbes**  
.com

**“Deutsche Bank analyst, William Dreher, said the new Simply Vera product will help **drive holiday sales.**” “Simply Vera is being positively received by customers.”**

# VERA WANG, KOHL’S AND REGATTA

## THE TEAM THAT CHANGED THE GAME ... AND WON

**The New York Times**

**“Ms. Wang views Simply Vera as an opportunity to democratize her design and dress more people.”... “Pieces sold in the store are now selling for triple on e-Bay.”**

**“It’s not a tired brand that’s being reintroduced at mass. It’s a **vibrant, robust** fashion brand that’s **living upstairs and succeeding upstairs,**”** Michael Stone, President and CEO of Beanstalk Group, a brand licensing agency.

**W**

**“Wang’s work for Kohl’s rings decidedly **provocative** in its romantic-artiste aesthetic, delivered with **reverse sticker shock.**”**

**WWD**

**F**rom \$3,000 gowns to \$138 dresses and \$30 t-shirts ... the nationwide launch of Simply Vera by Vera Wang at Kohl’s has caused the fashion world to sit up and take notice. For months, the newspapers and glossies were all abuzz editorializing this important moment in fashion history and everyday there is another story in the press. Here at Li & Fung, we are in the enviable position to get the inside story on the birth of the brand and learn how the collaboration of three entities — Regatta, Vera Wang and Kohl’s — united to change the face of retailing as we know it.

*Haim Dabah, CEO, Regatta USA and Vera Wang share their insights into the making of Simply Vera:*

**L&F: Describe the circumstances of how you came to know Vera Wang?**

**HAIM:** From early on, we thought that Vera was the perfect designer. She is a fashion industry icon at the top of her game — Vera is also a celebrity who understands women and is connected with them. When Barbara Tichner (President, CMO, Regatta USA) and I first met Vera in February ’04, we began to develop a close, personal relationship — Barbara really understands Vera’s fashion sensibility and Vera loves Barbara’s sense of style.

**L&F: This deal was nearly three years in the making; why did it take so long?**

**HAIM:** This is an important decision for any major designer with a high end luxury business, and Vera was just expanding her

couture line from dresses to sportswear — we also had to fend off Jones and Liz, who were interested in Vera, but we were very patient and we persevered.

**L&F: It’s interesting that a high end designer would make the decision to target a mainstream consumer. What motivated you to think Vera would ever entertain this venture and how did you convince her to do this collection?**

**HAIM:** Less than 1/10 of 1% of American women were able to afford Vera’s luxury line — now it is accessible to so many more women. Vera always wanted to be able to dress and touch more American women. She understands the need to democratize fashion. When we showed her the product, the quality, the never-ending attention to

detail — she was convinced of our ability to execute her vision. She also loved the fact that we understood her style and how to translate it.

**L&F: Why Kohl’s?**

**HAIM:** We introduced Vera to Kohl’s because we have had a solid track record with them with our Daisy Fuentes Collection. When Vera met Peggy Eskenasi, EVP Product Development at Kohl’s, she loved her passion, style and commitment. Immediately Vera knew she had found a fantastic partner in Peggy. Peggy’s team understood what Vera was trying to achieve, and were passionate about carrying out Vera’s vision.



**L&F: Describe how the idea for Simply Vera was conceived.**

**VERA:** I have always wanted to create a lifestyle brand that is more accessible to all women. Throughout my career, I have tried to establish my own unique dialogue with them; one founded upon trust, taste, and credibility. Simply Vera Vera Wang at Kohl’s is an incredible opportunity to expand this dialogue to women throughout America.

**L&F: How does it feel to know that women across America can now afford to wear Vera Wang fashions?**

**VERA:** I hope that Simply Vera Vera Wang will encourage women to be creative in their own lives, and to mix and match not only apparel but home. Now women all over

the country can create their own personal sense of who they are and not have to break the bank.

**L&F: Describe the woman who wears Simply Vera.**

**VERA:** The Simply Vera Vera Wang woman is someone who is confident, has a great sense of humor, and embraces life fully. She also loves a bit of art, some unique detail, and an element of surprise.

**L&F: Season after season, you create beautiful, one-of-a-kind fashions. How do you do it - what inspires you?**

**VERA:** Everything inspires me in design. It can be a wonderful film, a book, a story, a piece of music. Often there is a cross-pollination of ideas. And the client never leaves my mind. I want to bring a sense of style and respect to what women wear.



Simply Vera  
 VERA WANG