REBRAND

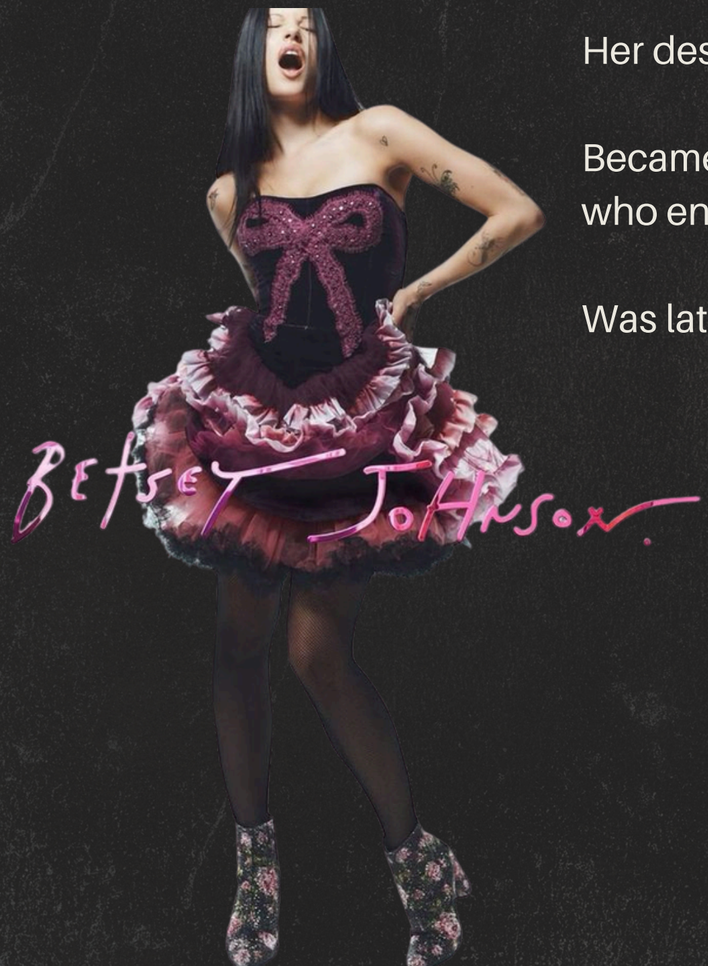
BETSY JOHNSON.



BY: ZOE KYRKOSTAS

The story

THE REBRAND



Betsey launched *Betsey Johnson* in 1978 In New York City with a boutique.

Her designs are known for being ultra feminine, whimsical and quirky.

Became very poular in the 2000's amongst young women and celebrities who enjoyed expressive dressing.

Was later sold to Steve Madden to help stabalize opperations.

We plan to:

-Bring back Betsey’s original edgy creative designs

-prioritize quality

-Improve brand image and appeal to younger generation’s



MACROENVIRONMENT

EXTERNAL FACTORS PESTLE

Political: -Tariffs on goods from China, Canada, and EU (Bao,2025)
-Trade restrictions between US and China

Economic: -Cost of global business operations has reached a 10 year peak (Popera, 2025)

Social: -Broad range of customer demographics, with focus on self-expression and eccentricity

Technological: -Marketing has shifted to social media platforms, relying heavily on TikTok and Instagram

Legal: -FABRIC Act's wage and transparency requirements (Zwieglinska, 2023)

Enviormental: -Fashion industry is one of the main contributors of waste and damage to our environment



MICROENVIORMENT

EXTERNAL FACTORS SWOT

Strengths: High brand recognition, Nostalgic appeal, Affordable diffusion line already present.

Weakness: Brand image stuck in early 2000s, Inconsistent product quality, Lack of cohesive branding.

Oppotunites: Rising interest in Y2k/ Maximalist fashion, influencer + Tiktok virality potential, Collabs with emerging designers.

Threats: Fast fashion brand copying the style, Economic uncertainty, short trend cycles.

OBJECTIVES

Our objective is to transform Betsey Johnson into a modern, culturally relevant, and digitally- driven brand that reconnects with its core audience while attracting a new generation of expressive shoppers

- Grow sales of accessories and ready-to-wear by 25% within one year
- Establish Betsey Johnson as the leader in affordable, expressive fashion
- Increase brand engagement by 40% across social platforms
- Modernize the brands identity

BETSEY JOHNSON



BETSEY JOHNSON













STRATEGIES

Product: Replace apparel and accessories with modernized silhouettes, improved materials, and more everyday-wearable prices.

Price: Applying value-based pricing to highlight upgraded quality and unique designs, but also ensuring affordability remains at the center while elevating perception.

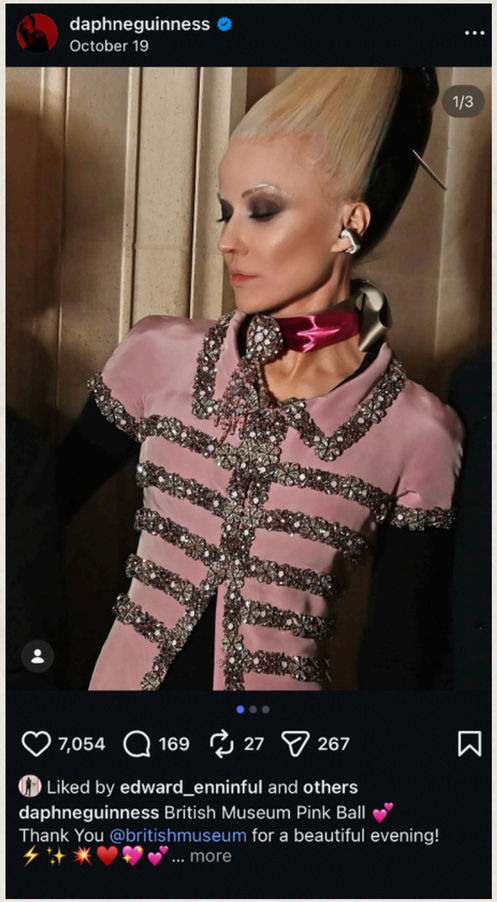
Place: We would shift to a digital-first buying experience. Doing this will impact digital-driven brand positioning. Increases engagement & reach.
Meanwhile, strengthening our presence with key partners (ASOS, Nordstrom, Revolve)

Promotion: Launch creator/influencer-driven campaigns. It will boost our engagement by 40%. We will reconnect with core fans and attract new expressive shoppers. Reestablish cultural relevance.

TACTICS

- Hire a young, fresh Gen Z and millennial marketing team
- Teasers of the rebrand on social media platforms
- Celebrity marketing campaigns with popular, iconic, and inclusive faces
- Elton John for the older demographic
- Daphne Guinness to reach international audience
- Use influencer marketing to reach a younger demographic and a wider variety of audiences
- Use high-tech photography and creative editorial style shoots to make campaigns as professional and lively as possible
- Collaborate with trendy brands to bring the signature colors to life

CELEBIRTY CAMPIGNS



Daphne Guinness

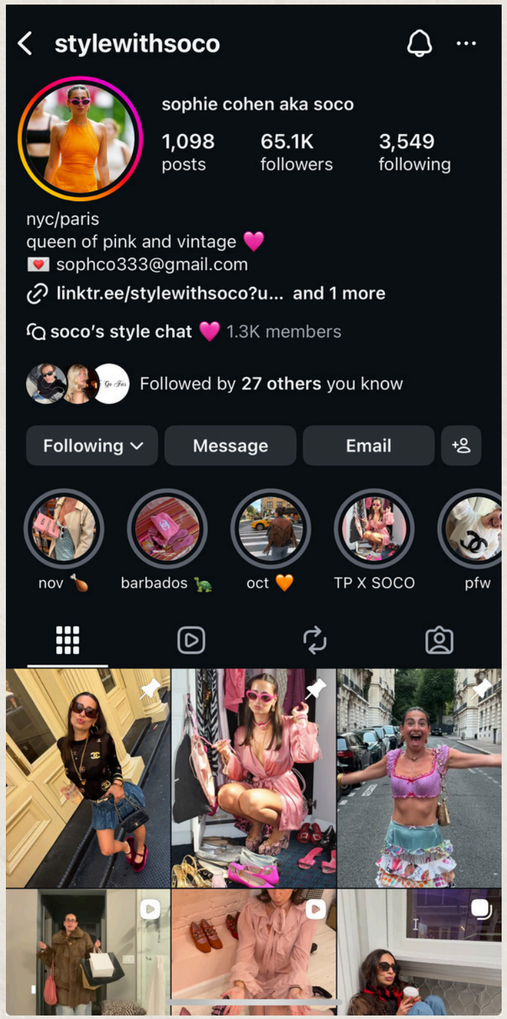


Cynthia Erivo



Elton John

INFLUENCER MARKETING





Sophie Cohen

- Smaller Fashion Influencer
- Creates trendy outfit videos showcasing her intricate outfits
- Loves colorful and vintage pieces
- Posts on TikTok and Instagram
- Very creative and fun spirited

HIGH FASHION SHOOTS







BRAND COLLABORATION

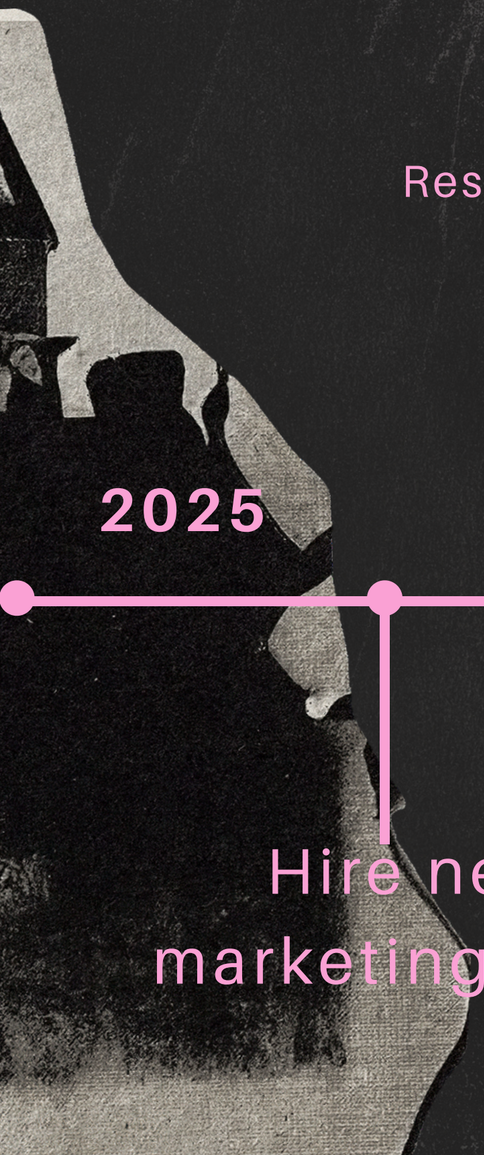


X



Betsy by Summer Fridays. Fun vibrant, funky lip gloss

Timeline



2025

Hire new marketing team

Research current pain points and determine new marketing strategies

Re-establish target consumers

Plan editorial shoots and marketing campaigns

Reach out to celebrities and influencers to support new campaigns

Announce and launch rebrand

Timeline

Launch brand collaborations to continue brand outreach

New set of celebrity/infuencer campaigns to tease the opening of a flagship store

2030

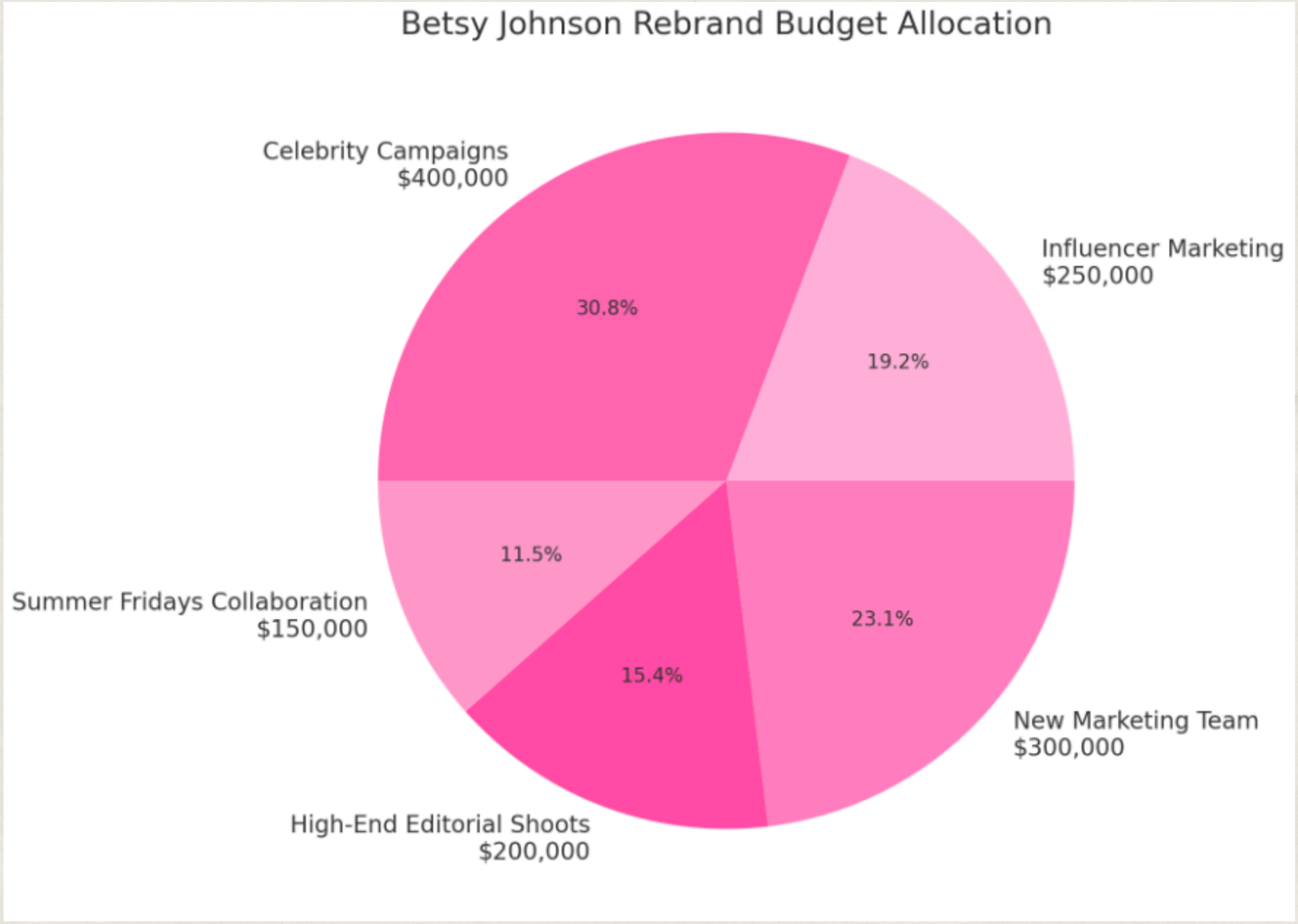


Continue to track progress on brand’s growth

Designate a marketing team to focus on improving marketing in retail stores

Open Betsy Johnson flagship store in NYC

Budgets


Betsy Johnson Rebrand Budget Allocation
Celebrity Campaigns
$400,000
30.8%
Influencer Marketing
$250,000
19.2%
Summer Fridays Collaboration
$150,000
11.5%
New Marketing Team
$300,000
23.1%
High-End Editorial Shoots
$200,000
15.4%

Evaluation

We will evaluate the success of Betsey Johnson's rebrand by tracking growth in brand visibility, consumer engagement, audience expansion, and financial performance. Using both business and marketing metrics. These metrics will indicate whether the brand is growing and delivering positive business outcomes.



	Before Rebrand	After Rebrand
Impressions	Moderate Digital Presence	→ Higher Impressions driven by influencer campaigns
Reach	Limited online positioning	→ Expanded reach through digital-first strategy
Followers	Slow social media growth	→ Growth accelerated as new audiences engaged
Sentiment	Mixed due to outdated styles	→ More positive due to improved materials & silhouettes
Sales	Plateauing, inconsistent	→ stronger, especially online
Revenue	Slow growth	→ improved revenue driven by new collections
Team -	Brand direction unclear	→ Stronger alignment + better execution

Conclusion

- Modernized silhouettes and upgraded materials improved product perception
- Value-based pricing elevated the brand without losing affordability
- Digital-first strategy increased impressions, reach, and engagement
- Influencer campaigns strengthened cultural relevance
- Retail partners helped expand visibility and accessibility
- Sales, revenue, and sentiment all improved post-rebrand

REFRENCES

Bao, A. (2025, November 12). Tariffs thaw, rivalry simmers: U.s.–china trade truce enters uneasy phase. CNBC. https://www.cnbc.com/2025/11/12/us-china-gestures-hint-at-calm-but-the-rivalry-still-runs-deep.html

Popera, A. (2025, August 29). Top 5 geopolitical threats to businesses in 2025. Welcome to SHRM. https://www.shrm.org/enterprise-solutions/insights/top-5-geopolitical-threats-to-businesses-2025#:~:text=Political%20and%20economic%20volatility%20is,top%20threat%20to%20global%20growth.

Zwieglinska, Z. (2023, July 29). How new legislation will affect fashion brands in 2023. Glossy. https://www.glossy.co/fashion/how-new-legislation-will-affect-fashion-brands-in-2023/

Pinterest. (n.d.). Pinterest. Zwieglinska, Z. (2023, July 29). How new legislation will affect fashion brands in 2023. Glossy https://www.glossy.co/fashion/how-new-legislation-will-affect-fashion-brands-in-2023/

Betsey Johnson. (n.d.). Shop Betsey Johnson dresses, shoes, handbags, accessories & more! https://betseyjohnson.com/ betseyjohnson.com

THANK YOU!

we are open to any questions...

