



JANEY LOPATY

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Background

- Vice President of Public Relations at Juicy Couture 2005-2008
- Director of Public Relations at Juicy Couture 2000-2005
- Launched Stacey Todd Boutique in Sherman Oaks, CA
- Handled Celebrity Relations at Tracey Ross Boutique in Los Angeles CA
- Personal Styling and Shopper for Celebrity Clients
- Created Sportswear Collection under the Designs by Janey Brand
- Fashion Institute of Design and Merchandising - AA - Fashion Design

Awards

- Liz Claiborne – Special Recognition Award – 2005
- Made Member of Liz Claiborne Leadership Council -2005
- BrandWeek – Marketers of the Next Generation – April 2005
- Ad Age – 50 Top Marketers Under 40 – November 2004

List of Current Clients

Avakian Jewelry

Karen Zambos Vintage Couture

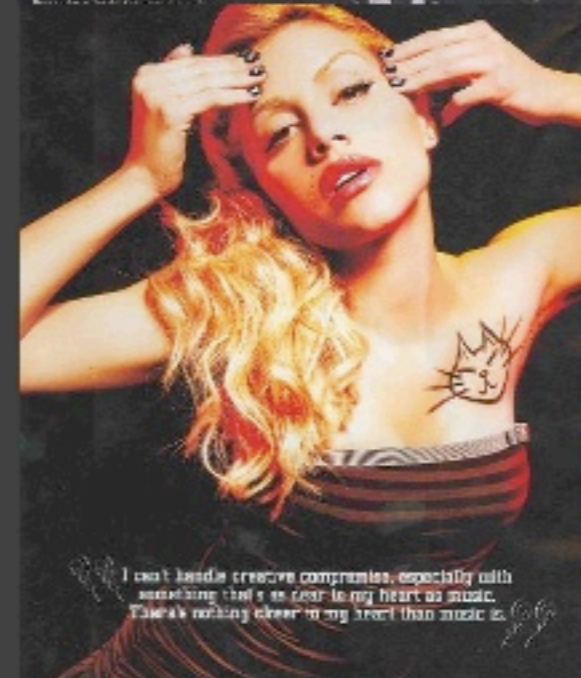
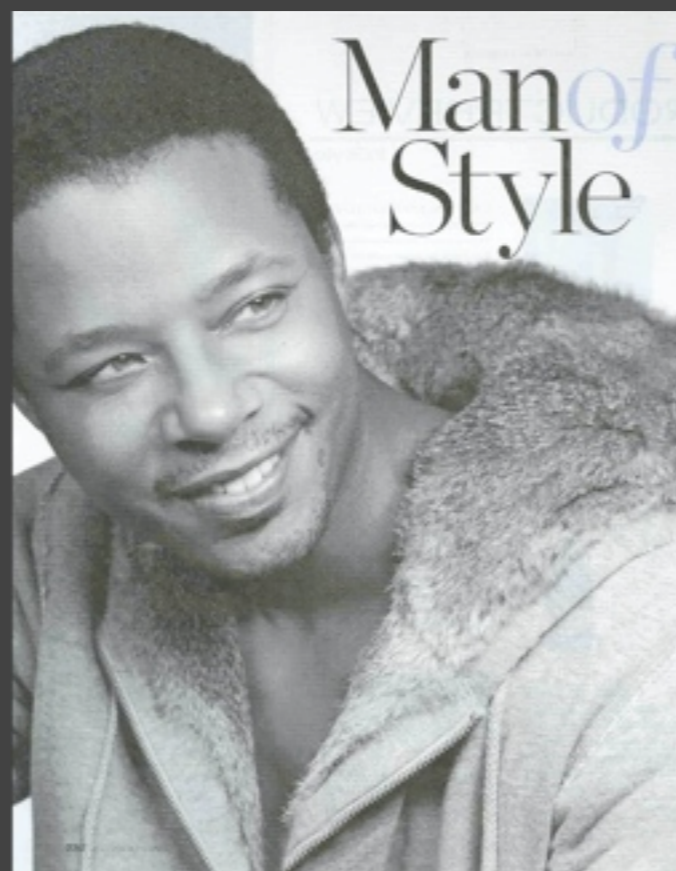
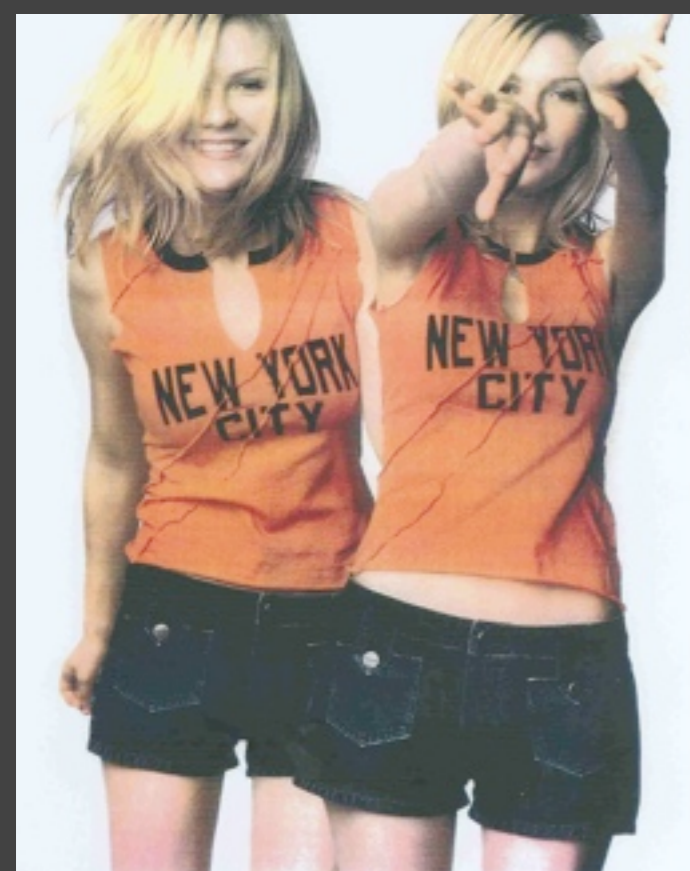
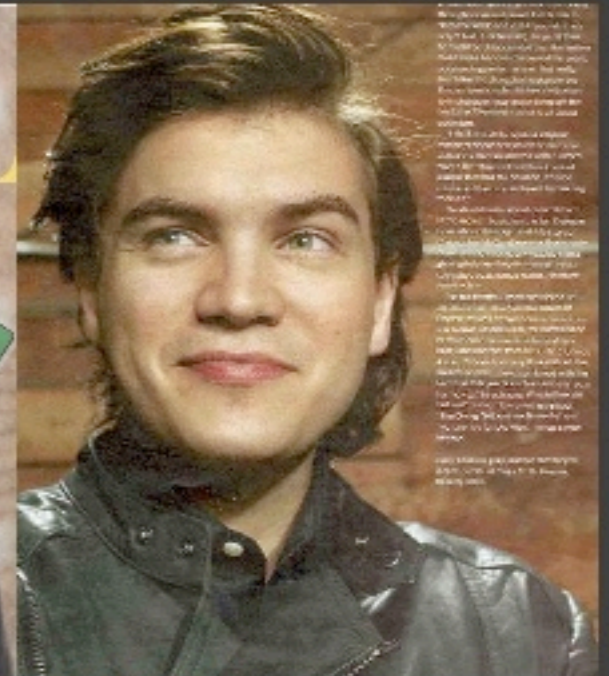
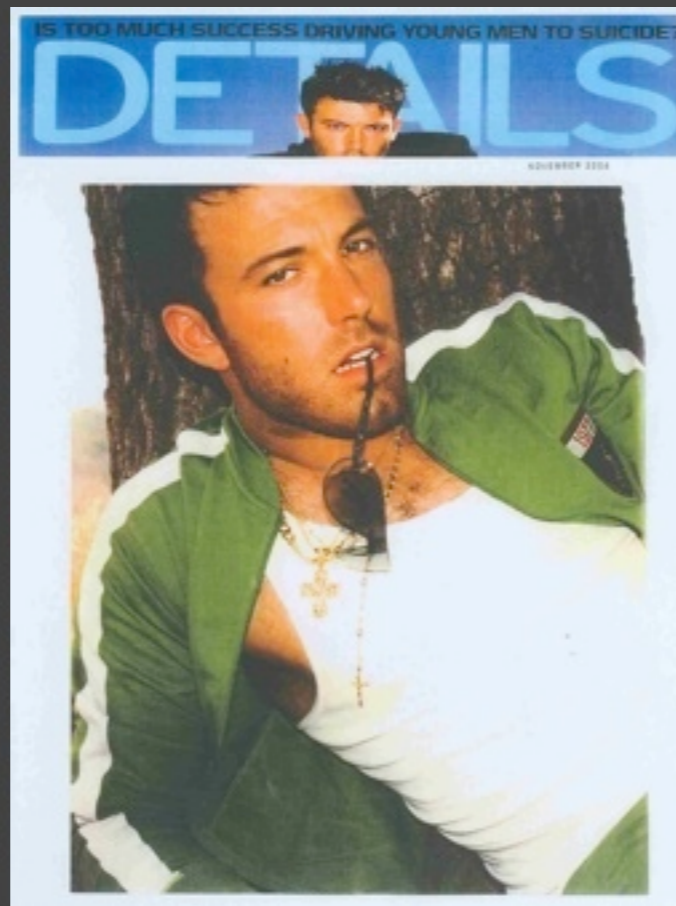
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Branding and Publicity Services

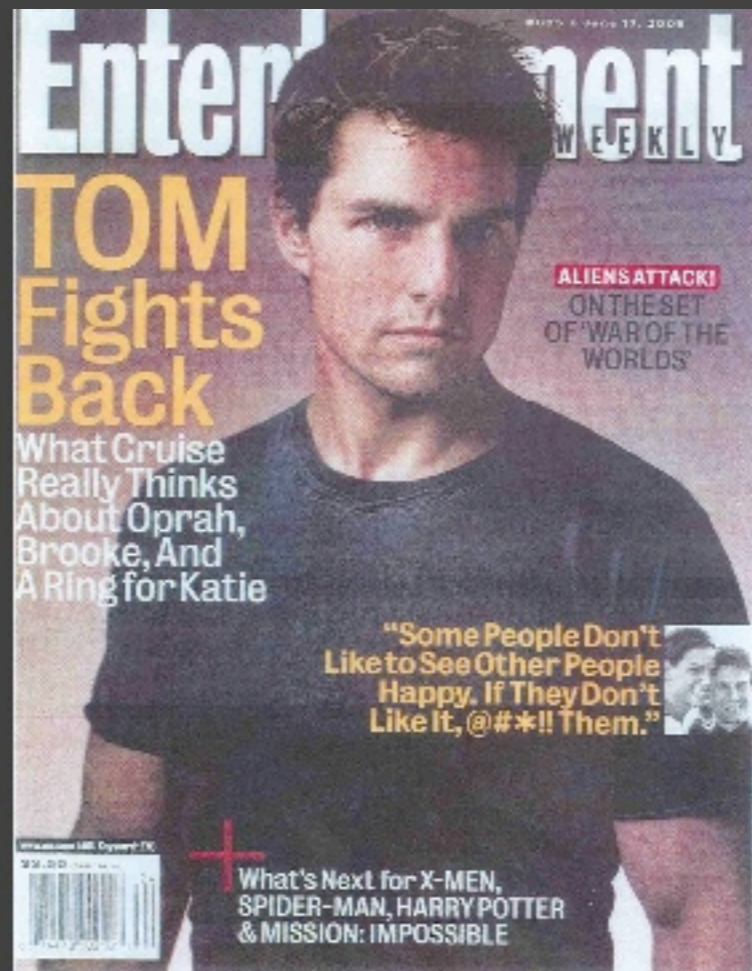
- Build worldwide brand awareness through celebrity product placement
- Cultivate relationships and loyalties between celebrities, stylists and the brand
- Generate buzz which leads to increase in sales & reorders at retail and wholesale levels
- Trend Forecasting with sales teams to aid in accurate projections
- Following pop culture trends in order to target placement on the most heavily photographed “It” girls and guys
- Track product placement press results that appear in magazines and websites.





PRINT

JANEY LOPATY



PRINT
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CELEBRITIES

JANEY LOPATY

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OVAL FACE "People with oval faces are the luckiest," says Bradley, "because most styles work on them. But square-shaped frames with gently rounded edges — like Katherine Heigl's crystal Juicy Couture — are especially flattering."

KAT'S JUICY SHADES

These cover the eyebrows, so Kat's shades offer optimal sun protection. **Juicy Couture, \$135, Juicy Couture, 848-336-8101**

Like a cushion-cut diamond, which has a square center and softer edges, these help define an oval face. **Banana Republic, \$115, bananarepublic.com**

Rectangular frames help widen oval silhouettes. **Paper Grant, \$20, need.com**

The rounded edges and higher temples make long faces seem shorter. **American Eagle Outfitters, \$20, ae.com**

Katherine Heigl was spotted in sunny L.A. wearing these classic amber-rimmed sunglasses.

\$135 Juicy Couture

FEATURES

JANEY LOPATY

HQ: Josh Hartnett
ONE Breast cancer
TREK: The Next
Ch. Clev set of his
coming movie August.

WING SHIFT
WHY NISCHA BATTEN
WORE JUDY COO. UAL
WHERE THE SHORES OF
CARNÉ'S FRANCHISE



the Rainbow



Adrien Brody's Right Stuff



GET THE LOOK
zoëey deschanel



Man of Style
James Marsden



BREAST CANCER
Tinseltown's tee tribute

VIVA LA CURE



SCENE IN



5 PRACTICA EL CHANDAL DE LUJO



THE BOYS OF SUMMER



Box of Dishes
Joy Corbett English



More Juice
By Jan



Hayden Panettiere



Look



I Really LOVE My...



Stars' Chic Label



Juicy Couture's must-have dress



insider Street style



Street style





AVAKIAN JEWELRY

JANEY LOPATY



September 19, 2008

Emmys' Equal-Opportunity Appeal

For jewelers like Wolf that are not as recognizable as Harry Winston and Cartier, seizing opportunities to get in front of stylists, designers and celebrities is crucial. Janey Lopaty, who was vice president of public relations of Juicy Couture who now has her own business, builds upon previous relationships to place Avakian jewelry on the red carpet. Those connections have paid off recently for the Geneva-based brand, which has had a retail presence in the U.S. for less than a year, but has been worn by Molly Sims, Marcia Cross and Rihanna.

"There are some people that are loyal to a brand and always wear it, but a lot are open to newness," she said.



NICOLLETTE SHERIDAN turned heads in an Angel Sanchez gathered purple gown. She paired an elaborate necklace and cocktail rings from Avakian.

KAREN ZAMBOS VINTAGE COUTURE

JANEY LOPATY



MARKET IMPACT

JANEY LOPATY

The iconic shots on the next four pages amount to millions of dollars in advertising for Juicy.

Both the Jennifer Lopez Swiss Dot shot, and the Ethnic Prints were syndicated internationally across fashion magazines, weeklies, and the internet, making them the IT items of the summer. Both sold out everywhere, and the garments had to be recut to meet the overwhelming demands.

The Striped Cardigan and the Trenchcoat were the top two sellers of the fall season. The black and tan Cardigans outperformed the other two colors (cream and brown) offered by Juicy by 80% due to the celebrity exposure. These items also helped to put Juicy on the map as a go-to name in outerwear and sweaters. Future sales continued to increase in these areas because of these shots.

MARKET IMPACT

JANEY LOPATY

9 FABULOSA
COMO LOPATY

Style Watch Pull
Pura felicidad

ELLE A TOUT BON

People

Style Watch Pull
Pura felicidad

ROBE HOUSSE, 4 POSSIBLE

ELLE A TOUT BON

Petite

Challenged in the height department? Here are some clever styling tricks to disguise it.

Katharine McPhee 33%
Jennifer Lopez 67%

McPhee performed in July Couture on the Rachel Ray show in NYC. Lopez enjoyed a sunny Miami day in a yellow version of the dress.

BFFs share everything

Steal the look!

visto en

THE MINDRESS

Sabores ácidos

StyleWatch BRIGHT LANTERNS

Sabores ácidos

Style Watch Pull Fashion Facult

Lo necesito

HOT TRENDS

THE MINDRESS

GLAMOUR

Kelly's lil' co-host

Kelly Ripa had the best time on the set of Live With Regis and Kelly on Aug. 15 with her 4-year-old son, Joaquin!

HOT STARS

Work it, J.Lo!

Work it, J.Lo!

MARKET IMPACT

JANEY LOPATY

TRUCCO

1. Chaqueta de manga francesa marón chocolate: 19,99 €.
2. Collar cruzado con cuentas verdes: 21,99 €.
3. Vestido largo de seda y ganchillo: 99,99 €.
4. Camiseta de manga corta: 43,99 €.
5. Falda de rayas con lazo: 19,99 €.

Country y chic

www.trucco.es



Double Takes

Triple Take

Rocked It! Say 60%

Katherine Heigl

Eva Mendes

Some stars rock in their frocks, while others just don't make the coolest cut! Here's what our readers say:

WATCH IT!

View exclusive videos from our photo shoots with **Ashlee Simpson** (right), **Rihanna**, **Kelly Clarkson** and more.

StyleWatch

Smocking Birds

The new may be hot, but stars are also going for long smocked strapless dresses for easy summer chic.

¿Quién lo lleva

¿Es el momento de cambiar de estilo? ¿O es el momento de seguir con lo que ya llevas? ¿O es el momento de probar algo nuevo? ¿O es el momento de volver a lo que ya llevas? ¿O es el momento de probar algo nuevo? ¿O es el momento de volver a lo que ya llevas?



MARKET IMPACT

JANEY LOPATY



CELEBRITY RELATIONSHIPS

- Brad Pitt
- Katherine Heigl
- Ashton Kutcher
- Demi Moore
- Miley Cyrus
- Kate Hudson
- Jennifer Gardner
- Jessica & Ashlee Simpson
- Jessica Alba
- Molly Sims
- Lindsay Lohan
- Gwen Stefani
- Eva Mendez
- Eva Longoria
- Colin Farrell
- Kate Moss
- Halle Berry
- Kylie Minogue
- Kelly Osborne
- Rihanna
- Drew Barrymore
- Madonna
- Jennifer Lopez
- Ashley Tisdale
- Rachel Bilson
- Kate Beckingsale
- Katie Holmes
- Tom Cruise
- Orlando Bloom
- Adrien Brody
- Terrance Howard
- Sarah Michelle Gellar
- Nicole Ritchie
- Courtney Cox – Arquette
- Jennifer Aniston
- Fergie
- Vanessa Hudgens
- Gwyneth Paltrow
- Jessica Biel
- Blake Lively
- Hilary Swank
- Josh Duhmeal
- Pete Wentz
- Joel Madden
- Reese Witherspoon
- Ben Affleck
- Selma Blair
- Naomi Watts
- Nicole Kidman
- Keith Urban
- Naomi Campbell
- Will Smith
- Anthony Kiedis
- Josh Grobin
- Britney Spears
- Gavin Rossdale

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