

*jewel*TM
branding & licensing
*art for every facet of life*TM

Jewel Branding & Licensing is dedicated to providing full-service product development and brand representation services to both manufacturers and artists.

Our primary goal is to become a strategic partner for both sides, creating a long-term, mutually beneficial partnership that maximizes brand exposure and success at retail. We seek out and represent an elite group of designers and artists -- selecting brands with a fresh, innovative and trend forward flair that will appeal to today's modern, savvy shopper.

JBL understands today's retail environment and the importance of well-designed products. Our artists, brands and designers are carefully matched with licensees and key manufacturers to build strong brand recognition and successful cross-merchandised programs with proven sell through rates.

Our Portfolio of Brands,

JBL represents a diverse portfolio of brands, designers and artists -- some are well established in the marketplace, and others are up and coming.

Names you know...



Style: enchanting personalities of "the world's most lovable animals"

Status: A global success story with over 150 licensees in 60+ countries. Currently sold in major US retailers such as Target and Wal-Mart

Opportunity: Bedding, gift, apparel and partyware



Style: witty and whimsical fashion illustration capturing feminine confidence and charm

Status: Internationally acclaimed illustrator and fashion designer with licensees all over the world

Opportunity: Apparel, bedding, greeting cards, social stationery and jewelry



Style: warm, colorful, modern and inviting collections for the home

Status: multiple product lines launched over the past three years including tabletop, calendars, greeting cards, gift and stationery

Opportunity: Bedding, tabletop, scrapbooking and everyday gift items



Style: Vintage, vibrant, flirty and retro-whimsy

Status: Products are currently sold in over 10,000 stores in 33 countries and new licensees include CR Gibson, Magenta, Pavilion Gift and Timeless Treasures.

Opportunity: Social Stationery, bedding, apparel and accessories



Style: Bold, bright and uplifting florals and patterns

Status: World-renowned fine artist and designer, three-time nominee for the UK's Best Published Artist, holds 30+ licensed worldwide

Opportunity: Bedding, tabletop, gift, and personal accessories



Style: contemporary, hip, fun and ultra-chic

Status: 5-10 million Internet users see S+K stationery designs every month, with sales grossing 6 million since launching

Opportunity: Stationery, scrapbooking, baby, gift and greeting cards



Style: Beautiful products for stylish living

Status: Products can be found in major retailers and over 500 specialty stores around the world

Opportunity: Stationery, bedding, apparel and gift



Style: high fashion, high quality products for babies and toddlers

Status: Nursery bedding sold at all levels of retail and a line of baby stationery launching in 2012

Opportunity: Scrapbooking, gift, apparel, baby accessories and toys

clairebella
BY RATH DENNIS

NoJo
Only the best for baby

Designers and Artists

Each one is hand-selected because of the unique style and approach they bring to the marketplace.

Names you should know...



Style: every day elegance with just the right words

Status: Greeting cards launched successfully in 2011 along with fabrics and partyware.

Opportunity: Social stationery, home decor, tabletop and gift



Style: sentiment driven characters in a variety of patterns and colors

Status: Licensees have launched in the UK, South America and Asia

Opportunity: Social stationery, gift, apparel and plush



Style: sweet and sophisticated designs

Status: Published author of 4 children's books looking to expand into additional categories

Opportunity: Social stationery, gift, fabrics, apparel, partyware, greeting cards and scrapbooking



Style: heartfelt and endearing images as timeless as childhood itself

Status: Photographs have appeared in LIFE Magazine; currently has a licensed collection with Burton+ Burton and Leanin' Tree

Opportunity: Social stationery, gift, and calendars



Style: visual poetry through fine art

Status: An award winning fine artist whose work can be found in 100+ retailers and art galleries nationwide

Opportunity: Home Decor, fabrics, tabletop, stationery, gift and accessories



Style: trendy, fashion-forward, feminine and witty

Status: Licensed with Luvali, an exclusive line of convertible handbags and accessories, Design Design, Evergreen Enterprises and Trader Joe's

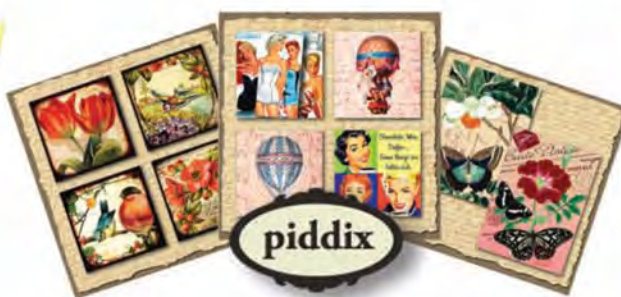
Opportunity: Fabrics, social stationery, home decor, tabletop and gift



Style: Stylish, motivational and positive

Status: Nationally recognized brand in magazines such as Redbook, Business Week and Everyday with Rachael Ray

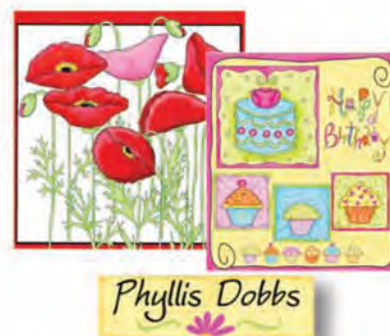
Opportunity: Social stationery, gifts, greeting cards and calendars



Style: exquisite, rare, vintage and sophisticated images

Status: A top licensor of vintage images with more than 20,000 images available and over 10,000 used on multiple products worldwide

Opportunity: Social stationery, home decor, tabletop and gift



Style: colorful, delightful, whimsy, fun and full of humor

Status: Licensees already in fabrics, gift and garden, and kitchen textiles

Opportunity: Social stationery, home decor, tabletop and gift

Julie Newman - Founder

Prior to creating Jewel Branding & Licensing, Julie worked for Creative Brands Group, where she developed new business for well known brands including Thomas Kinkade, LIFE Magazine, Kitson and Heidi Klum.

Julie has also been a featured speaker at LIMA events discussing Art Branding & Licensing.

*Jewel Branding
was founded in
2008*

*Jewel Branding
& Licensing
Facts*

*Over 175
licensees are
managed in the
United States, Japan,
Korea, Singapore,
France, and
the UK*

*For more information and Licensing Inquiries, contact Julie at 404-303-1872 or
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