

jessie steele®
bring happy home



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Our Story

Helena Steele along with daughter Claire created Jessie Steele, a company rich in tradition and fearlessly feminine. It all began with an apron. For years, Helena had collected vintage 20th century aprons, enchanted by their style and charm.

It's been over a decade since a few cherished aprons were taken from a drawer and began a new movement. Jessie Steele has gone global, sold in thousands of boutiques in over 30 countries. Our products have appeared on TV, in feature films, and on the runway.

In 2007, we began designing original Jessie Steele prints, rolling out a new in-house collection each season. These prints are now licensed internationally, creating custom programs with major retailers around the world.

Now four generations of Steele family have embraced the spirit of 'Bringing Happy Home' throughout generations past and present: Jessie, Helena, Claire, along with Clio and Ezra - our newest models and Jessie's great grandchildren, plus designer Jenifer Steele - Helena's daughter in law, are all a part of the team.

Fearlessly Feminine...Unmistakably Jessie Steele.



Our Vision

We are continuing to expand internationally in the Home and Fashion market place, branding Jessie Steele as a global player across multiple product categories and through licensing partnerships.

We are currently developing Pajama, Accessories, Umbrella, as well as Home & Fashion lines in order to accelerate our brand recognition while remaining the market leader of fashionable aprons.

- Celebration of Family and Friends
- Honoring Fearless Femininity in the Modern Woman
- Creation of Styles Evoking Nostalgia
- “Bringing Happy Home” through our Designs



Celebration



Femininity



Style



Happiness



Customer

Jessie Steele is a thriving and sustainable brand, as our consumer base and comprehensive distribution channels allow us to expand our reach within the market.

Female, ages 18-54

60% are employed

65% are a college graduate

35% have kids

26% have a family and are married

The average annual household income is \$75k

75% are homeowners with an average home value of \$195k

The Jessie Steele consumer shops at stores such as Anthropologie, Bed Bath & Beyond, and Crate & Barrel. She reads Real Simple, Lucky, Vogue, In-Style, Family Circle, and Better Homes and Gardens. She enjoys baking, hosting events, community involvement, and gardening.

Company distribution

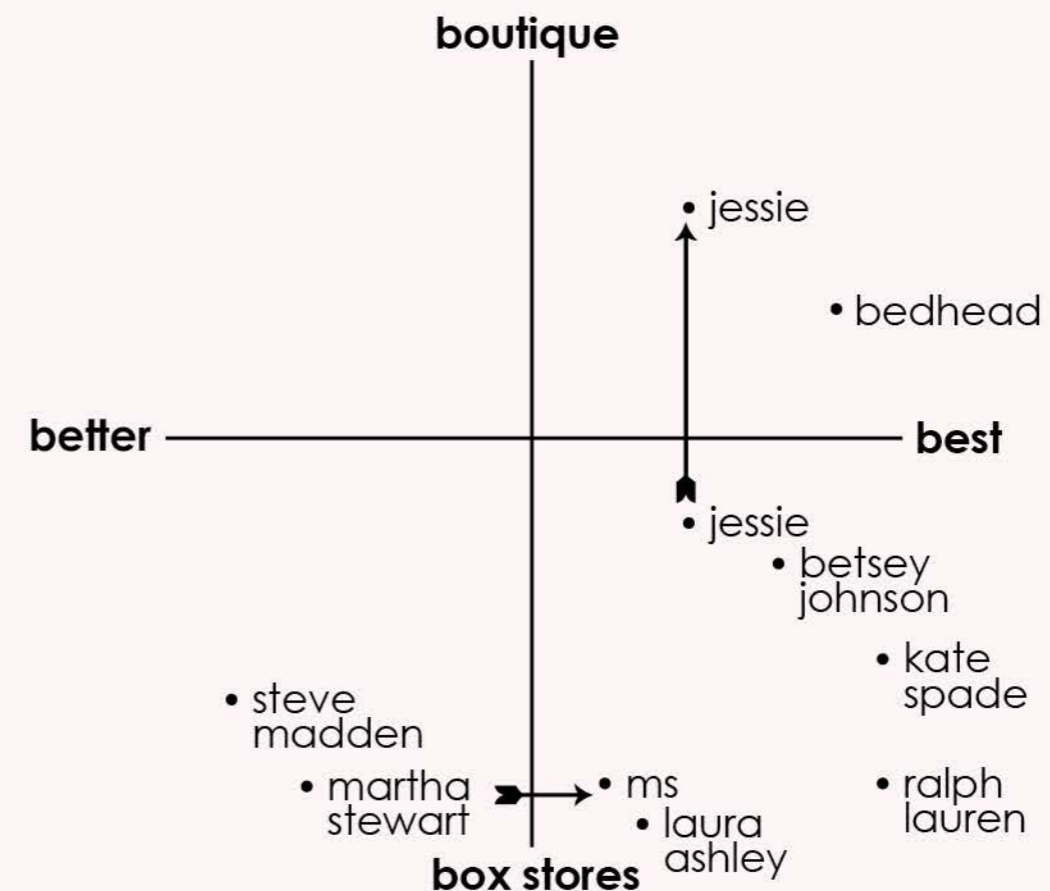
Jessie Steele is well established in the gift, housewares and beauty markets and has been found in a wide range of retailers including Williams Sonoma, Sur La Table, Bed Bath and Beyond, Neiman Marcus, Beauty Systems Group, and Beauty Alliance. We continue working to adjust for major market shifts and sustaining a lasting brand.

● Data based on independent Jessie Steele customer survey and Google Analytics

Brand positioning

As a trend-setting brand, Jessie Steele products are always a cut above, as we strive in forward thinking and innovation. After thorough competitive analysis, it is clear our brand leads the apron market and we look forward to building upon this, and achieving future milestones.

This chart shows Jessie Steele's brand position within the home and gift industry.



More than a design company

Jessie Steele is a full range manufacturer including design, product development, production, marketing, and distribution. We collaborate with our partners in all of these areas to insure a solid and successful launch and life of the product.

Our Products have been sold in stores such as:

Neiman Marcus



Sur la table



BROWN THOMAS

Crate&Barrel



PAPER SOURCE
DO SOMETHING CREATIVE EVERY DAY

WILLIAMS-SONOMA

williams & oliver
домашняя утварь

TANGS



FRONTGATE
OUTFITTING AMERICA'S FINEST HOMES

ISETAN



BED BATH &
BEYOND



Isetann
Department Store, Inc.



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Lifestyle Brand Development

Sweet Shop

cupcakes, sweets,
chocolate, coffee,
aprons, oven mitts,
recipe & gift
boxes

Fashion & Sleepwear

swimwear, lingerie,
ready to wear,
& pajamas

Cooking School

where reknown chefs
& bakers can teach
the art of baking
& cooking

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Lifestyle

BRAND CONCEPT

Home Fashion

kitchen, living,
bed & bath

Catering

offer Jessie Steele
sweet treats to
large parties &
to bring happy
home

Publishing

lifestyle & cookbooks,
entertaining books,
fashion & style,
coffeetable
books

Beauty

lotions, perfume,
facial treatments,
hair & nails
makeup line

Product Expansion Partnerships & Licensing

Accessories Collections
Sleepwear
Jessie Steele for Salon
Umbrellas
Stationery
Housewares
Private Label
Department Stores

The Jessie Steele Brand continues to expand with new products, prints and styles for every season.

Sleepwear







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Umbrellas







Tote Bags



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Stationery Collection



Photostand album



Ballpoint pen with box



Memo pad



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High end kitchen stationary for the gift and housewares industry



jessie steele®

High end table top items for the gift and housewares industry



Cafe Toile Collection



7117 Cheese Platter
12" Dia
Minimum Qty: 2 PCS



7116 Cheese Knives
Set of 4 with Gift Box
7.5"L x 1"W
Minimum Qty: 4 SETS



7118 Cheese Markers
Set of 4 with Gift Box
(pen included)
Minimum Qty: 4 SETS



7113 Serving Bowl
10"D x 3"H
Minimum Qty: 2 PCS



7108 Pitcher
8"D x 9"H
Minimum Qty: 2 PCS



7111 Dinner Plates
Set of 4
10" Dia
Minimum Qty: 2 SETS



7112 Salad Plates
Set of 4
8" Dia
Minimum Qty: 2 SETS



7109 Dessert Plates
Set of 4 with Gift Box
6" Dia
Minimum Qty: 2 SETS



7115 Poodle Salt & Pepper Set with Gift Box
3"L x 3"H
Minimum Qty: 6 SETS



7110 Cup & Saucer
5.25"D x 3"H
Minimum Qty: 4 SETS



7114 Platter
18"L x 12"W
Minimum Qty: 2 PCS

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in-store boutiques

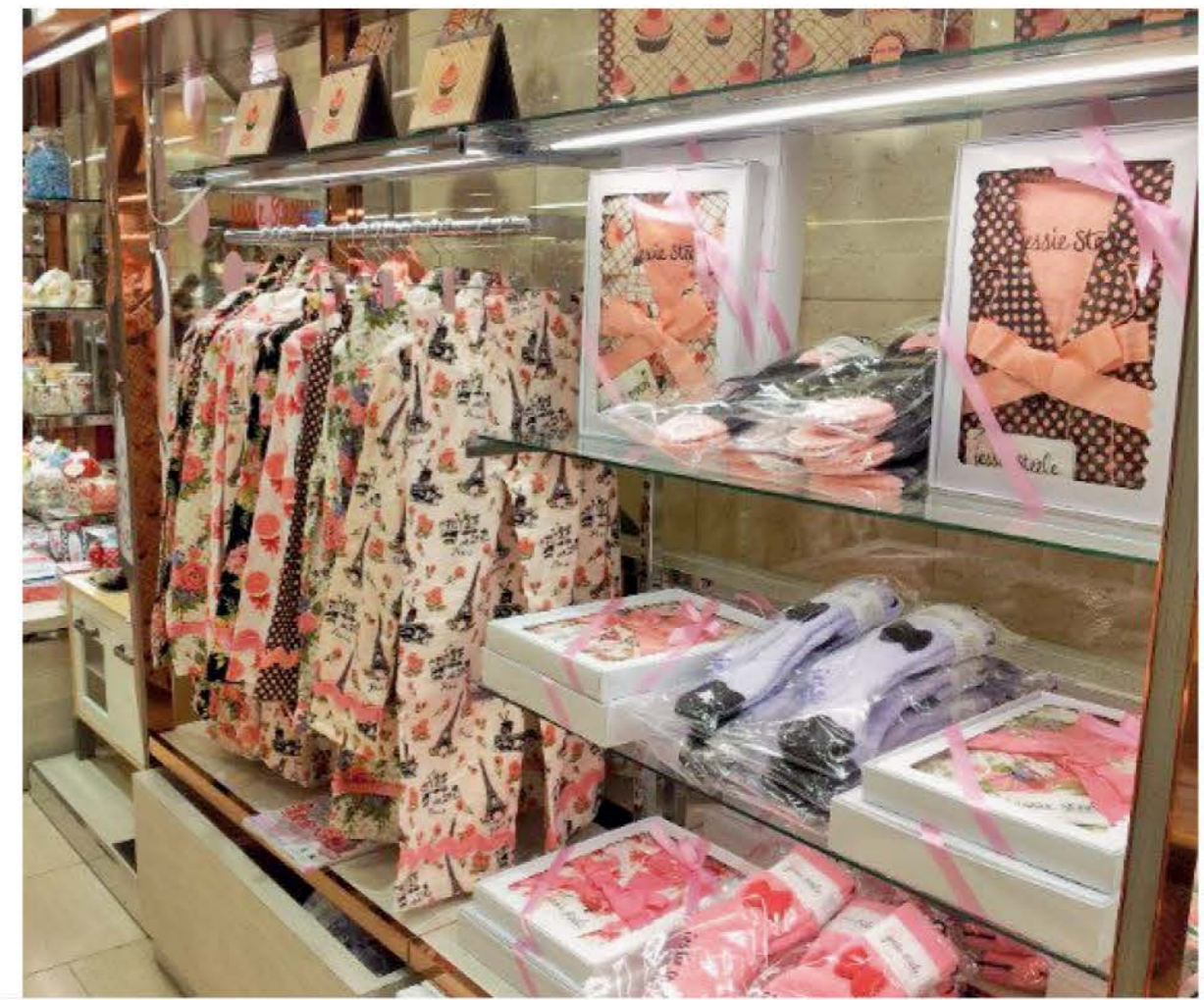
We have begun our journey into the market of global licensing. We currently have licensees in Japan and the United States.



for
**ANNA
SUI**



We participated in a very successful co-branded project with Anna Sui.



Department Stores in-store boutiques

Television and the big screen



Featured on:

Sex & The City The Movie
Desperate Housewives
Oprah
The Big Bang Theory
Young & Hungry
Cupcake Wars
Scrubs
30 Rock
Army Wives
NCIS
Parenthood
Days of Our Lives
Ramona Movie
One Life to Live
Real Housewives
...and many more

Our Catalog Covers

Our aspiring seasonal catalogs encapsulate the world of Jessie Steele.

Each lifestyle cover depicts memorable, heart-felt imagery, allowing our audience to feel inspired by our products.





A sampling of our iconic

Prints



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Pink Magnolias



Pink Magnolias White



Floral Roses



Pink Peony Stripe

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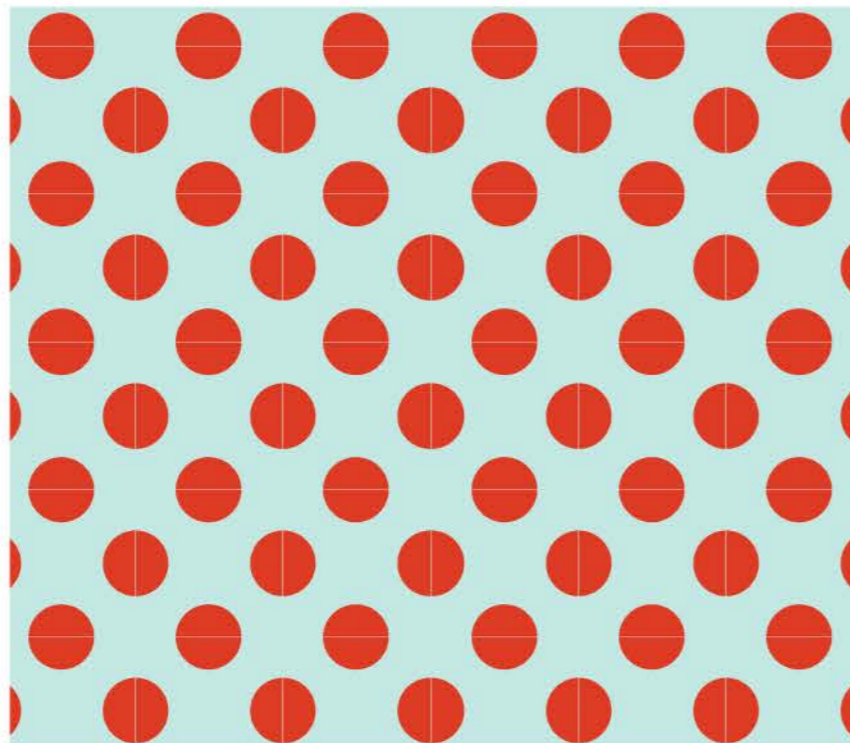
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Cherry Sundaes



Kitchen Cherry



Cherry Red Deco Dot



Red Rose Stripe

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French Pastries Bright



French Pastries



Teacups



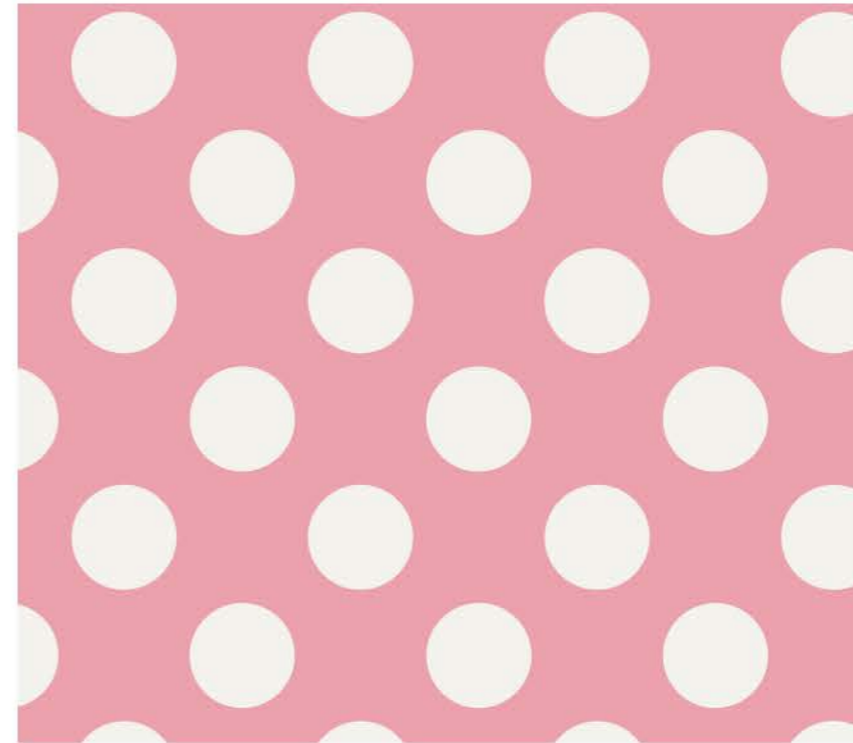
Teacups Light

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Floral Love Letters



Rosy Pink Polka

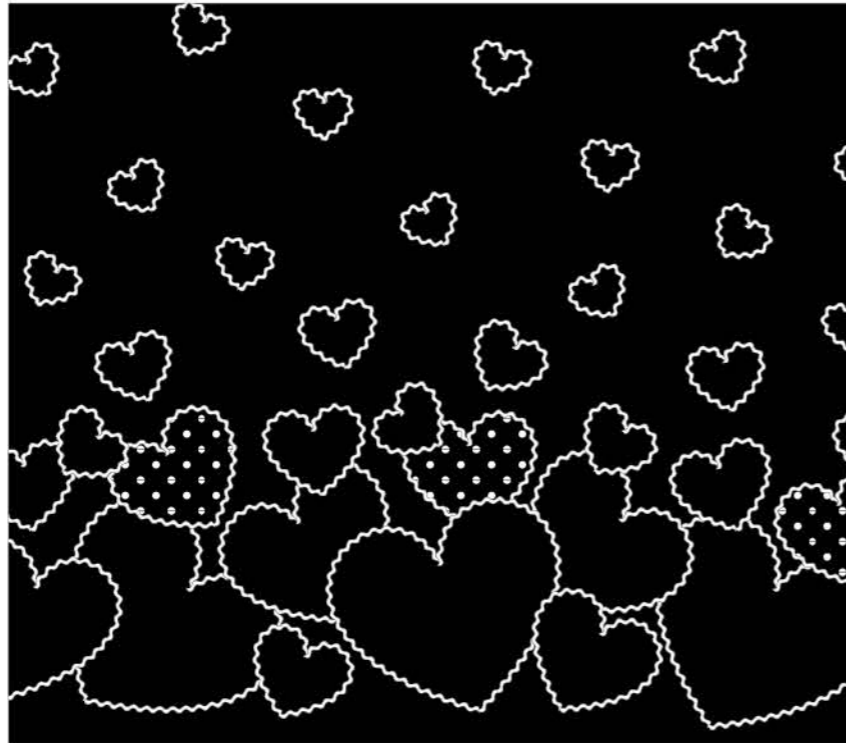


Cafe Toile

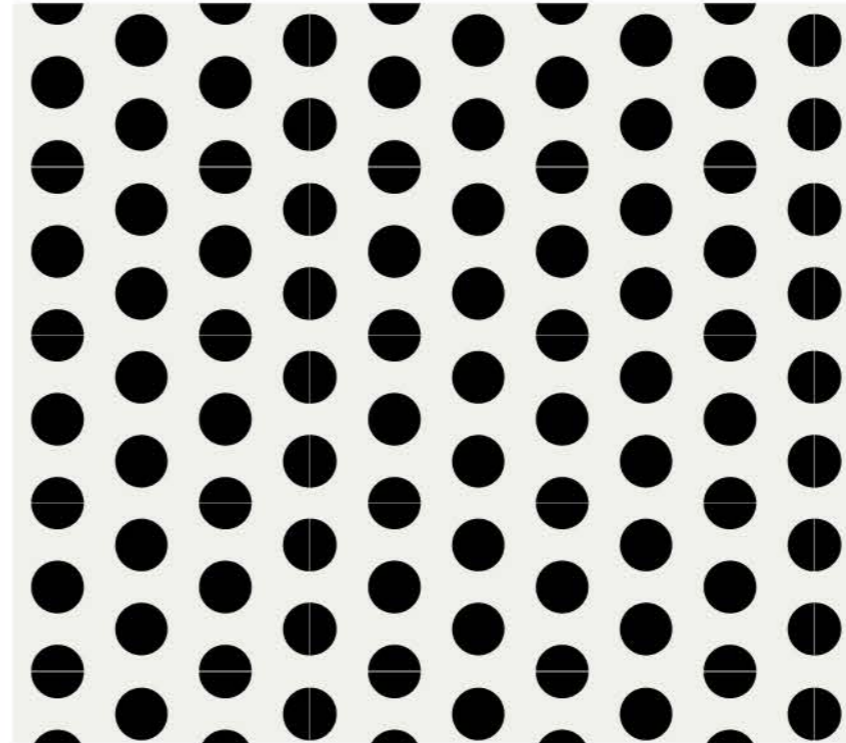


Chandelier Damask

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Ric Rac Hearts



Black & White Deco Dot



Goodie Two Shoes



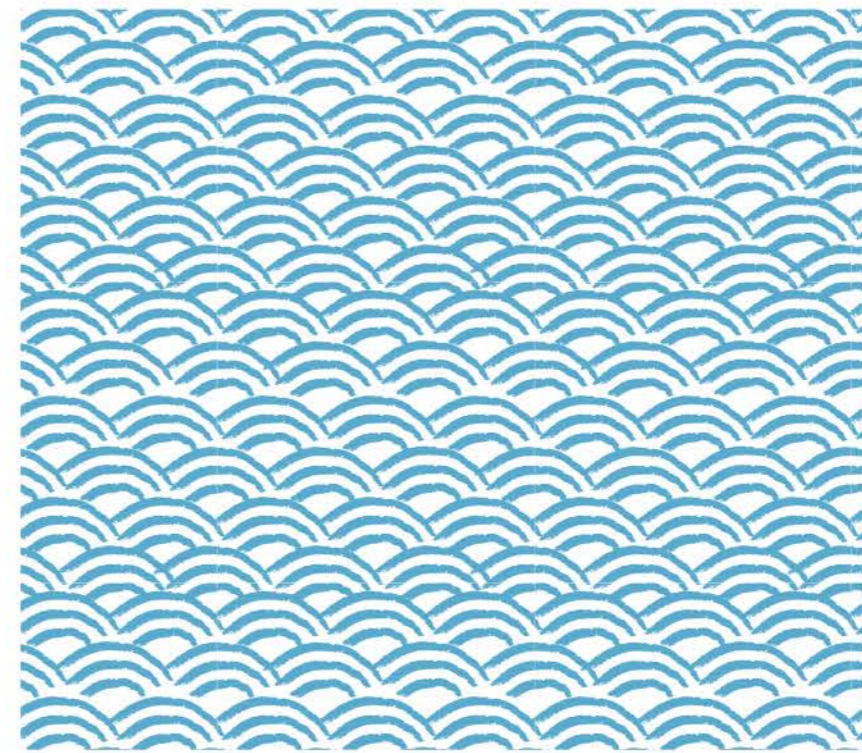
Venice Toile

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Ginjer Jars



Waves

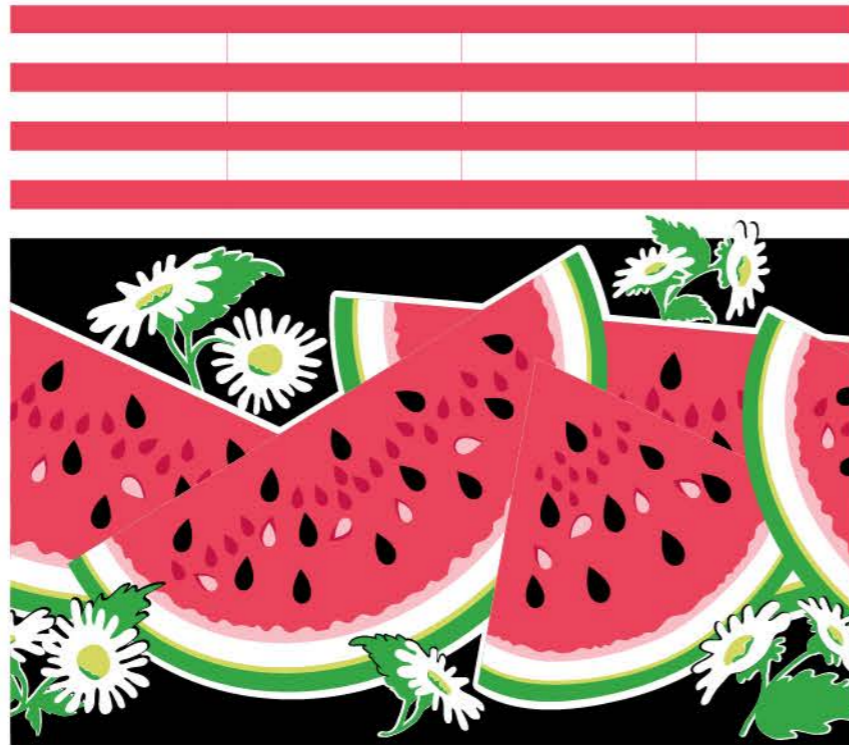


Splashes



Peonies

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Watermelon Stripe



Citrus Blossom



Diamond Cherries

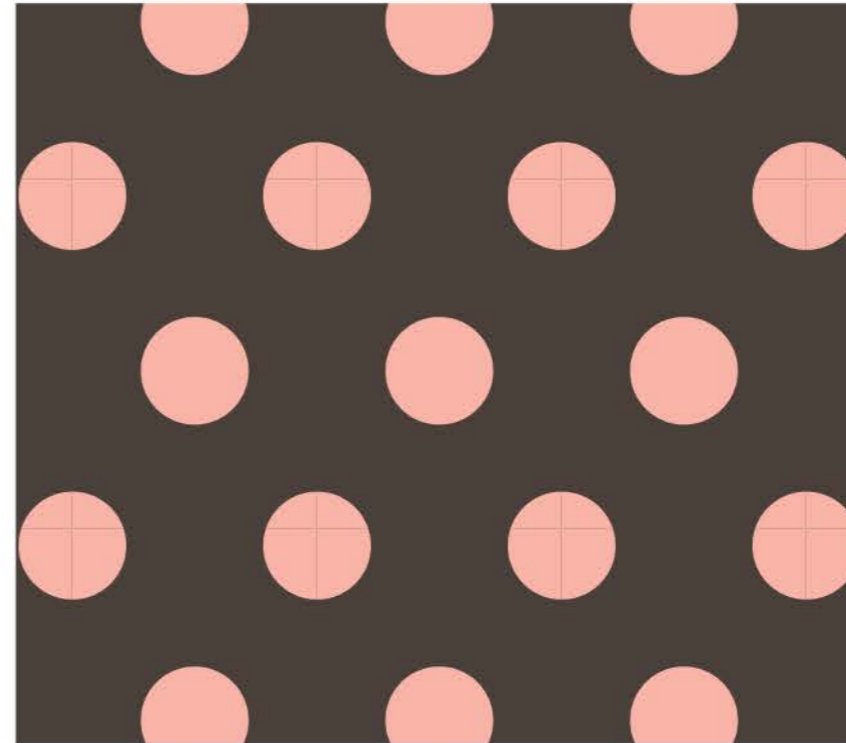


Summer Lemons

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Cherry Cupcakes



Brown & Pink Polka Dot



Autumn Rose Floral



Cottage Rose Pink

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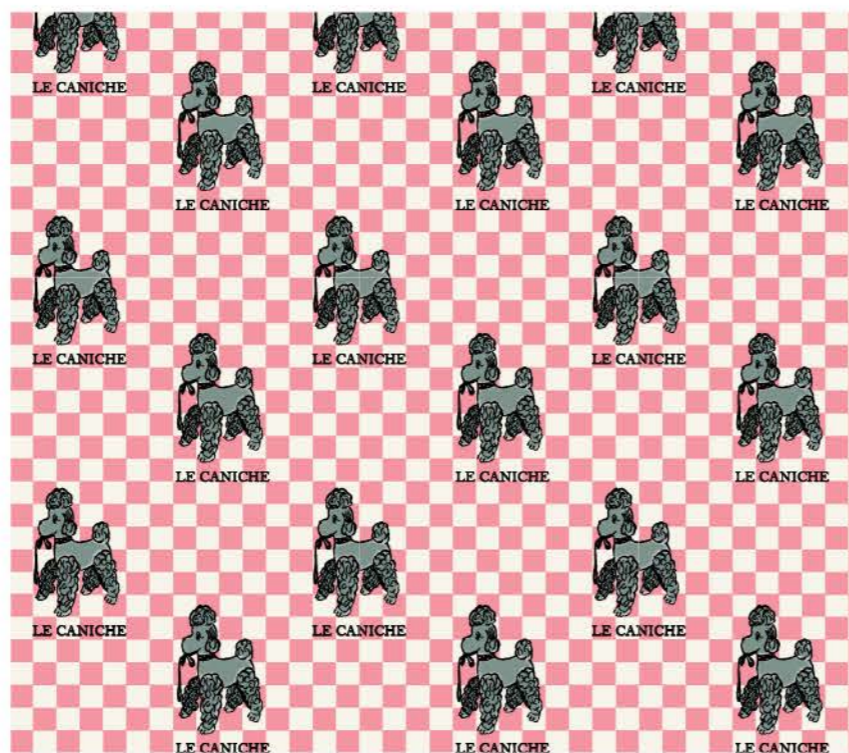
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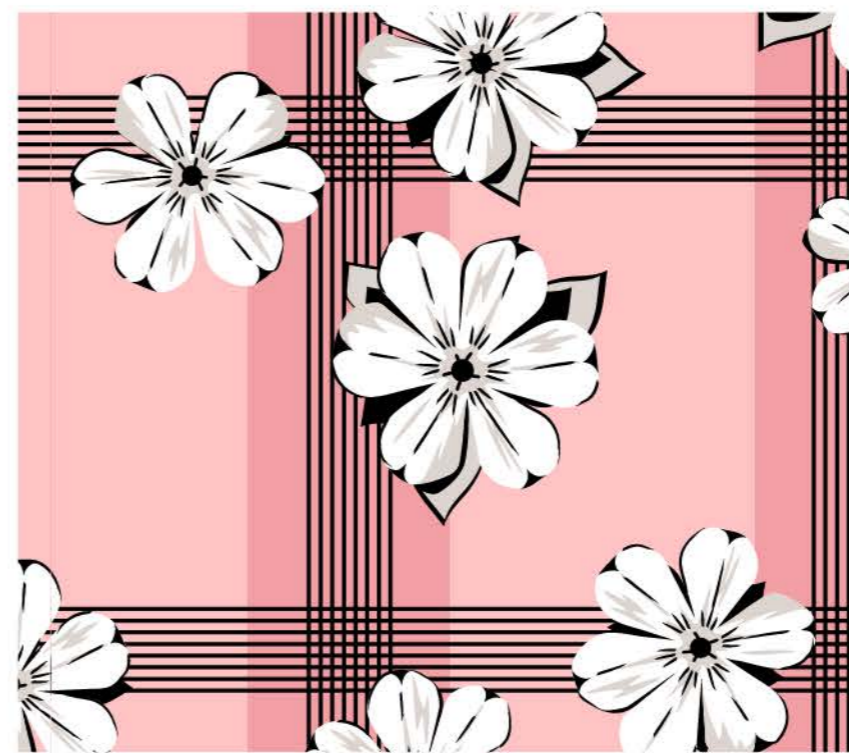
Parisian Toile



Cottage Rose Lace



French Poodles



Mod Floral

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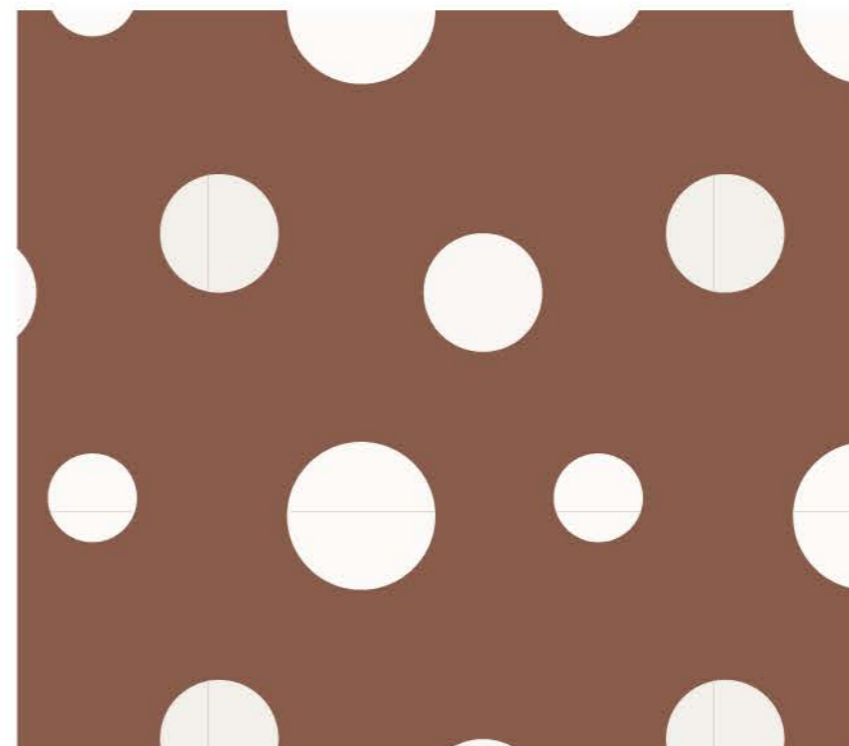
Carved Pumpkins Border



Delightful Doves



Jeweled Peony Stripe



Brown & White Retro Polka Dot

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Holiday Bows



Red Paisley Damask



Jingle Bells



Stockings & Bows



Candy Cane Santas



Home for the Holidays

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