

BETSEY  
JOHNSON.

*By Musarat Merchant*  
*Course/Section: ARTH 1204-D434*



BETSEY  
LOVES  
YOU



# BETSEY JOHNSON!

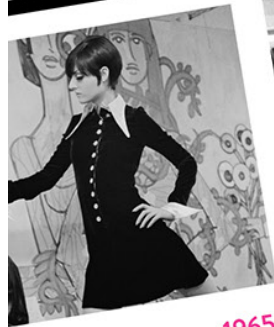
## SYNOPSIS:

- ★ (1942 - Present) 76 years old!
- ★ Known for her innovative, girly, whimsical and unusual designs.
- ★ Had a passion for dancing and drawing from a very young age.
- ★ Her career skyrocketed in 1960's during the "Youthquake" movement.
- ★ During 70's her career went downhill until punk rock inspired her designs.

"I realized that making clothes is completing what a drawing can't be—going from two dimensional to reality." - Betsey Johnson

- ★ Born on August 10, 1942.
- ★ Lived in Wethersfield, Connecticut.
- ★ Loved her elaborate dance costumes which she used to wear during her dance performances.
- ★ She spent her afternoons in sketching dance costume ideas for herself.
- ★ In highschool, she was a cheerleader.
- ★ Her product line consists of, apparel, handbags, shoes, jewelry, swimwear, outerwear, watches and fragrances.

# BETSEY JOHNSON.



1965

Landed a job as a designer at Paraphernalia, an offbeat New York clothing boutique.



1972

Lived her dream and started her own fashion line



1969

Opened a boutique called Betsy Bunkey Nini on New York City's Upper East Side.



1978

Johnson took control of the fashion label "Alley Cat" which was popular with the rock 'n roll musicians of the day



2002

Inducted into the Fashion Walk of Fame. Her bronze plaque held one of her original sketches



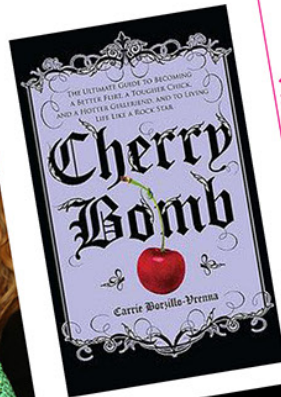
2003

Expanded her line for 2004 to include handbags, accessories, hats, and scarves



2008

The National Arts Club awarded her the 2009 Medal of Honor for Lifetime Achievement in Fashion



2012

Celebrated 40 years in a fashion show with Cyndi Lauper performing



2011

Officially has more than 65 stores worldwide



2013

Johnson and her daughter Lulu have a reality TV show that airs on the Style Network

2014

Become one of the celebrities competing on the 19th season of Dancing with the Stars



TIME LINE OF  
SUCCESS

HER WORK



Courtesy of Betsey Johnson

**SKATER PROM DRESS.**

Mini black dress, puffy sleeves, tiered skirt, a **Retro 80's Prom Dress.**

Courtesy of Betsey Johnson

**SLIP DRESS.**

Sheer black dress with lace overlay, **90's style**



HER WORK

Courtesy of Betsey Johnson

*SWINGIN' SIXTIES.*

Polka dot mini dress with long collars and cuffs, 60's style.



Courtesy of Betsey Johnson

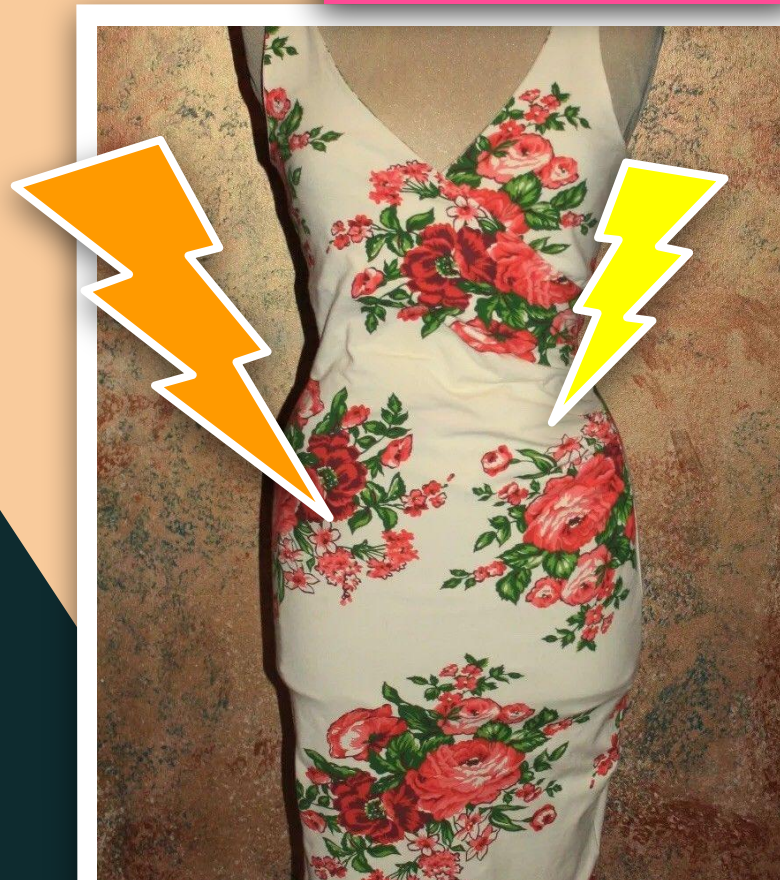
*WARM & FUZZY.*

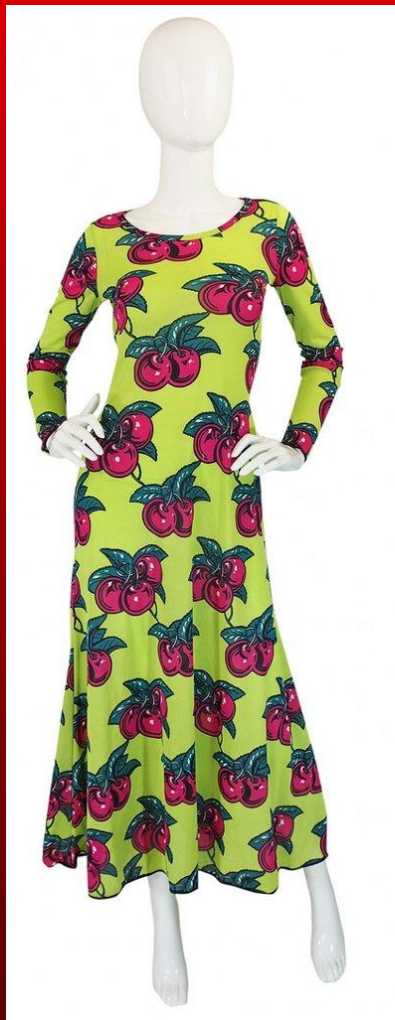
A combination of fuzzy boat neck sweater and plaid skirt, 90's style, "*Clueless*"



HER FAMOUS PRINTS:

- 1) Cabbage Rose





HER FAMOUS PRINTS:

2) Cherry Bomb



*"Johnson is not just style. She is a walking expression of youthful joy, inspirational stamina and several lifetimes' worth of accomplishments" (Givhan, 2015)*

*The Washington Post*

*"Johnson's clothes are commercial, which is to say they are less about appealing to magazine editors and celebrity stylists and more about attracting mass-market customers who do not want to spend a fortune on a dress. She loves crinolines, sequins, slip dresses and the color pink. Her clothes offer bad-girl attitude without the cleavage or the drug haze – and for less than \$200 a frock." (Givhan, 2015)*

*"The fashion industry is not that kind to people like Betsey" who ignore trends and cling to their own visions, says Kim Hastreiter, a co-founder of Paper magazine....."Her clothes were never really expensive; they were always really in the junior market. Her personality was probably not the kind of personality that high-fashion types could relate to." (Givhan, 2015)*



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THANKYOU

FOR YOUR

COOPERATION!



XOX  
BETSE.