

ELLEN TRACY

A BRAND THAT REDEFINES ELEGANCE IN FASHION



Brand Mission

Ellen Tracy designs for the woman who lives in the moment, not for the moment. Our collection is polished, inspired and dynamic, as is the woman who wears it. She's a 21st century woman who sees change as a good thing, a great thing, in fact...mandatory. Like her, we have a high regard for the details and covet things like timeless silhouettes, innovative embellishment, gorgeous one-of-a-kind prints. And we never shy away from color. We believe style comes not only from what you wear, but what you do, who you are, and who you aspire to be.

Customer Definition

Ellen Tracy strives for the perfect balance between youthful attitude and grown up glamour. Our customer is not striving for perfection, just relevance and happiness. For her, it's not about having it all, but living it all. She's 40+ years old and is innately chic, not trendy. To her, style is as much about how she lives her life as how she dresses for it. Her whole life is her masterpiece.

Ellen Tracy has 80% brand awareness and is available in over 6,000 locations in the U.S., Canada and Mexico across 27 Categories with 21 Licensees. Major international expansions are planned for 2011 and 2010, with a focus on Mexico, U.K., Spain, India and Asia. Given the brand heritage, awareness and positioning, Ellen Tracy is sure to be a success in the Indian market.



Available Licensing Opportunities

Apparel, Activewear, Fashion Bedding & Windows, Footwear, Handbag, Hosiery, Home Gifts & Accessories, Outerwear, Storage, Sunglasses & Readers, Swimwear, Umbrellas, & Watches to name a few.

Change the Trend with Ellen Tracy

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