

ANNE KLEIN

For 50 years, Anne Klein has been synonymous with American style, creating clothes that are immediately recognizable for their sophistication, wearability, and most of all, application to women's lives. The world of Anne Klein has come to encompass women's wear, accessories, eyewear, watches, legwear and more.

The clothing does more than simply meet a woman's fashion needs; it provides women with a form of self-expression and confidence. Today Anne Klein reflects the original brand ethos, "We make classics fashionable."



Features

The eyewear and sunwear collections are presented through three inspirations:

The Leo Legacy Collection

celebrates the Lion logo, which Anne viewed as a symbol of courage, self-expression and ambition

The Wild Eyes Collection

showcases animal prints in different hues, textures and materials fashioning a feminine look

The Tortoise Collection

embraces variations of tortoises to create fresh and modern looks that are timeless and sophisticated

TARGET CONSUMER

Primary: Women 45-54 years

Secondary: Women 35-44 years

BRAND VALUES

Iconic, Effortless, Feminine,
Sophisticated, Modern, Designer