

ESTTA Tracking number: **ESTTA687307**

Filing date: **08/03/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91213413
Party	Defendant M Webb, LLC
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Submission	Other Motions/Papers
Filer's Name	Molly Buck Richard
Filer's e-mail	molly@richardlawgroup.com
Signature	/Molly Buck Richard/
Date	08/03/2015
Attachments	Declaration of M. Webb & Exs. - 1-6.pdf(5435215 bytes) Declaration of M. Webb & Exs. - 7-11.pdf(2321421 bytes) Declaration of M. Webb & Exs. - 12-15.pdf(3816519 bytes) Declaration of M. Webb & Exs. - 16-End.pdf(3406696 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

MAPPIN & WEBB LIMITED,)	
)	
Opposer)	
)	
v.)	
)	Opposition No. 91213413
M WEBB, LLC)	Serial No. 85/460,569
)	
Applicant)	

**DECLARATION OF MARISSA WEBB
IN SUPPORT OF APPLICANT'S MAIN ACR BRIEF**

I, Marissa Webb, declare as follows:

1. My name is Marissa Webb. I am over the age of 21 years, am fully competent to make this Declaration, and am personally acquainted with the facts stated herein.

I. Fashion Design Background

2. I am the co-founder, President, and majority owner of M Webb LLC ("M Webb"), as well as the Executive Vice President and Creative Director of Banana Republic. I have been a professional designer in the United States fashion industry since 1998.

3. The statements set forth in this declaration are based on my personal knowledge and/or on documents and records maintained by M Webb in the regular course of business by employees of M Webb whose responsibility it is to maintain these documents and records in the course of their employment, including the Exhibits attached to this Declaration. I am knowledgeable about the matters set forth in this Declaration and the record-keeping practices of M Webb based on my work experience and training, hands-on experience, and supervision of others with hands-on experience.

4. I began my career in fashion upon graduating from the Fashion Institute of New York, after which time I worked as an assistant designer for various fashion labels in New York until I joined the U.S. apparel brand J. Crew as a designer in 2000. I was successively promoted within J. Crew until I assumed the role of Vice President of Women's Design and Accessories in 2009. As J. Crew's Head of Design, I oversaw J. Crew's complete women's collection, including all clothing and accessories with the exception of J. Crew's small collection line.

5. Over the course of my career, I have developed my distinctive style of effortlessly feminine apparel and accessories with a masculine twist. This recognizable aesthetic continues throughout my work to this day, whether for other brands like J. Crew and Banana Republic or for my eponymous fashion line.

6. I fulfilled my long-time goal of starting my own fashion company in 2011 with the creation of M Webb LLC. The company name "M Webb" was selected because it closely resembled my personal name, and I and others involved with the corporate formation and brand identity of the company thought the strong reputation I had already developed in the U.S. fashion industry by that time would aid in launching the company. The first name was shortened to "M" because I am known by the initial "M" and sign my name as simply "M," and in addition the shortening of my first name to "M" carried a more diverse image that could more easily be applied to multiple fashion platforms.

7. In April 2014, I became the Executive Vice President and Creative Director for Banana Republic, and through that role I oversee all of the Banana Republic's products and the company's brand aesthetic as a whole. I personally have a hand in shaping the customer-facing image of the company.

II. The M WEBB and MARISSA WEBB Marks

8. After its formation in 2011, M Webb filed applications for federal registration of the M WEBB and MARISSA WEBB trademarks, with both covering handbags, purses, wallets, tote bags, and women's apparel and accessories. Both marks were chosen because they were identifiable with my personal name, as well as I how I identify myself with the initial "M," and I believed the synonymous association between the brand names and the personal reputation I had developed in the U.S. fashion industry would benefit the launch of M Webb's fashion lines. Although WEBB was considered as a potential trademark for M Webb's fashion lines, I and others involved in the trademark selection process felt it was too common of a surname to distinguish my fashion brand.

9. I have designed the MARISSA WEBB line of female apparel and accessories since 2012, which are sold through the M Webb website found at the domains <mwebb.com> and <marissa-webb.com>, as well as through high-end boutiques and apparel retailers in major metropolitan areas throughout the United States, which currently include Intermix, Barneys, 20Twelve, Lyndon's, MI Place, Neiman Marcus, Viola Lovely, ShopBop, Pas De Deux, Canary, Latrice, Mario's, and Bergdorf Goodman.

10. M Webb has promoted the MARISSA WEBB fashion line through semi-annual U.S. fashion shows, including shows during New York's Fashion Week, since 2012. In addition, M Webb extensively promotes the MARISSA WEBB brand through multiple social media platforms to its U.S. customers. As of July 2015, the MARISSA WEBB Instagram page, located at <https://instagram.com/marissawebbnyc/>, has 37,000 followers, its Facebook page, located at <https://www.facebook.com/marissawebbnyc?fref=ts>, has over 7,000 Likes, its Twitter account, located at <https://twitter.com/marissawebbnyc>, has approximately 2,500 followers, and its

Pinterest page, located at <https://www.pinterest.com/marissawebb/>, has almost 15,000 followers.

11. The social media presence of my eponymous fashion brand is reinforced by my own personal social media profile, since not only is the brand synonymous with my name, but I am its lead designer. As of July 2015, my Instagram page, located at <https://instagram.com/marissawebb/>, has 97,400 followers, my Twitter account, located at https://twitter.com/Marissa_Webb, has over 5,000 followers, my Pinterest board on the MARISSA WEBB Pinterest page, located at <https://www.pinterest.com/marissawebb/marissawebb/>, has approximately 12,000 followers, and my LinkedIn account, located at https://www.linkedin.com/profile/view?id=94101012&authType=NAME_SEARCH&authToken=nL2J&locale=en_US&trk=tyah&trkInfo=clickedVertical%3Amynetwork%2Cidx%3A1-1-1%2CtarId%3A1437702967628%2Ctas%3Amarissa%20webb, has over 500 connections.

12. In addition, I and/or the MARISSA WEBB line have enjoyed extensive unsolicited exposure in numerous U.S. media outlets and nationally circulated magazines, including *InStyle*, *Cosmopolitan*, *Elle*, *Lucky*, *People*, *Shape*, *Women's Health*, *Los Angeles Times*, *The New York Times*, *The Wall Street Journal*, *Marie Claire*, *Glamour*, *Esquire*, *Harper's Bazaar*, *O The Oprah Magazine*, *E!*, *CBS News*, and *ABC News*. True and correct copies of excerpts of coverage in these media outlets and publications are attached as Exhibits 1-18, respectively.

13. I and/or the MARISSA WEBB line have also been featured in online fashion blogs and lookbooks such as *Atlantic-Pacific*, located at <http://atlantic-pacific.blogspot.com/>, *Who What Wear*, located at <http://www.whowhatwear.com/>, *Fashionista*, located at <http://fashionista.com/>, *Wendy's Lookbook*, located at <http://www.wendyslookbook.com/>, and *Intermix's Lookbook*, located at <http://blog.intermixonline.com/tags/lookbook/>. True and correct

copies of excerpts of coverage in these blogs and lookbooks are attached as Exhibits 19-23, respectively.

III. Mappin & Webb Limited and the Dissimilarity of the MAPPIN & WEBB Marks with the M WEBB mark

14. I had never heard of Mappin & Webb Limited (“Opposer”) until this proceeding. Given my long-time experience in the U.S. fashion community, I consider Opposer’s Marks to be very unfamiliar brands within the U.S. fashion industry, whereas I consider myself to be a much more recognizable name within the U.S. fashion industry. I have reviewed Opposer’s briefing submitted in this dispute and have reviewed Opposer’s Application Serial No. 85350960 for the mark MAPPIN & WEBB and Application Serial No. 85350965 for MAPPIN & WEBB LONDON (“Opposer’s Marks” or the “MAPPIN & WEBB marks”) as well.

15. Opposer’s claim that consumers would be inclined to abbreviate the MAPPIN & WEBB marks to “M WEBB” or understand the “M” in my M WEBB mark as an abbreviation of the word “Mappin” in the MAPPIN & WEBB Marks is far-fetched and goes against my own experience, both as a consumer of fashion goods and as a professional designer well acquainted with fashion brands and how they are commonly known in the fashion industry. My own practice, and the practice I have observed in the fashion world, is that brand identification is generally speaking a top-down phenomenon, under which consumers are likely to use the brand identities marketed by brand owners. Because I was completely unfamiliar with the MAPPIN & WEBB Marks before this proceeding, I would not be inclined to abbreviate them at all. If I were to abbreviate them, however, I would abbreviate to “MW” and “M&W,” both because “MW” is how Opposer appears to itself be marketing its brands, and also because in the instance of double-surname brands separated by an ampersand, like the Opposer’s, I instinctively abbreviate

to the first initials separated by the ampersand.

16. As a consumer and an experienced designer in the U.S. fashion industry, I find Opposer's Marks dissimilar to the M WEBB mark. Opposer's Marks look different from the M WEBB mark, as Opposer's Marks feature a much longer first word than the initial consonant in my own mark, as well consisting of more syllables than my mark. Opposer's Marks also include an ampersand, and, in the case of the MAPPIN & WEBB LONDON mark, the word "London." The only common feature between these marks is the initial letter "M" and the last name "Webb," which in my experience is a very common and indistinctive last name.

17. The marks sound dissimilar as well. Even the letter "M," which is only one of two visual commonalities, is pronounced differently. The "M" in my M WEBB mark is pronounced "em," as is normal for the pronunciation of the stand-alone consonant "M." The "M" in Opposer's Marks, however, is pronounced "ma" as in "map," which is the first phonetic sound of the surname "Mappin."

18. The marks carry distinct meanings as well. Opposer's Marks appear to be two last names connected by an ampersand, which I find common among company names, whereas my mark consists of how I am actually known – "M Webb." Even if I myself was not known by the abbreviation of "Marissa" to "M," I commonly see first names abbreviated and coupled with last names, and therefore the mark M WEBB connotes a personal name with an abbreviated first name, whereas Opposer's Marks clearly do not include any first names and therefore would not be similarly abbreviated.

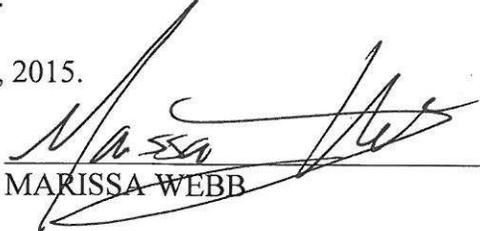
19. The impression created by the marks strikes me as different as well. I find the abbreviation from MAPPIN & WEBB to M WEBB counterintuitive and unlikely, and as a consumer and as a fashion designer, the notion that the mental impression among consumers

created by MAPPIN & WEBB would be confused with M WEBB is implausible.

20. There are no instances of actual confusion to my knowledge between Opposer and its Marks and the M WEBB or MARISSA WEBB marks. There are also no instances of actual confusion to my knowledge between Opposer and its Marks and M Webb, nor to my knowledge has anyone ever confused my personal name with Opposer and its Marks throughout the entirety of my career. Although I have only been designing my eponymous label since 2012, the strategy behind the selection of the MARISSA WEBB and M WEBB marks was based on the desire to identify with my personal reputation and continue the impression developed by my signature style as a designer, and the personal style that I began early on in my career is markedly recognizable in the MARISSA WEBB line as well.

I declare under penalty of perjury pursuant to 28 U.S.C. § 1746 that the foregoing statements are true and correct to the best of my knowledge.

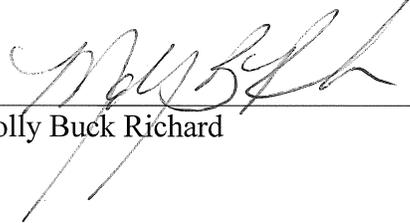
Executed in New York, NY on the 29 day of July, 2015.


MARISSA WEBB

CERTIFICATE OF SERVICE

I hereby certify that on August 3, 2015, the foregoing document was served upon Opposer through its attorney of record, Douglas A. Rettew, and via U.S. Mail, postage prepaid, to the following address:

Douglas A. Rettew
FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.
901 New York Avenue, NW
Washington, D.C. 20001-4413



Molly Buck Richard

Opposition No. 91213413
Mappin & Webb Limited v. M Webb LLC
Declaration of Marissa Webb in Support of
Applicant's Main ACR Brief

Exhibit 1



InStyle Magazine / September 2013



Relapse / August 13, 2013

WEBB-000259

September 2013

InStyle

716
PAGES!

Drew!
ON BABIES,
BEAUTY &
BALANCE

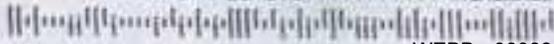
**LOVE
YOUR
CLOSET**
Smart and Easy
Guide to Edit
Your Wardrobe

Fall Fashion Issue!



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#BXNDUM *****CAR-R7 LOT#C-052



WEBB - 000332

INSTYLE.COM

InStyle



Silk top with polyester-spandex, \$975; aserme.com.



Polyester crêpe dress with mesh and merino wool, \$2,090; available for special order at dionlee.com.

Silk satin dress with polyester-spandex, \$1,390; net-a-porter.com.



Dion Lee for DION LEE

CELEBRITY FAN CLUB



Kate Bosworth



Charlize Theron



Emma Watson

HOW TO RECOGNIZE HIS WORK

The innovative patterns and cut. "The aesthetic is quite technical but sensual at the same time," says the Australian native. Lee's garments have gained attention for their structured fluidity: "I'm interested in construction, but in a way that feels easy and conscious of the body."

WHAT HE'S THINKING FOR FALL

Not unlike a meteorologist, but definitely unique to a fashion designer, Lee looked at "wind patterns and cyclone imagery" while devising his most recent collection. He also played with texture and "combined rugged Australian outerwear shapes with more decorative lines that spiral the figure."



Marissa Webb for MARISSA WEBB

HOW TO RECOGNIZE HER WORK

Opposing yet complementary elements. Some examples: hard with soft, masculine against feminine, classic versus modern. "My aesthetic results in confident but approachable clothing that almost any woman can put on and feel empowered in," says the Pennsylvania-bred Webb, who also happens to be the former head of womenswear and accessories design at J. Crew.

WHAT SHE'S THINKING FOR FALL

Tailoring, all thanks to a vintage tiepin and a book on menswear given to her by her brother. While the focus may be on haberdashery with a twist, this collection isn't about channeling dudes. "There's still this contrast of feminine detailing, I mixed in lace accents, delicate embroidery, and playful prints."

CELEBRITY FAN CLUB



Anna Kendrick



Karolina Kurkova



Chloë Sevigny



Violet and silk blouse, \$575; zarneys.com.



Lambskin-Lycra pants, \$1,795; barneys.com.



Shearling shrug (\$1,325) and wool-blend coat (\$1,250); marissawebb.com.





DESIGNER UPDATE

Banana Republic Hires Marissa Webb

April 15, 2014 5:02pm



Earlier today, Gap Inc. announced the newest addition to its executive team at Banana Republic: New York-based designer Marissa Webb. In her role as creative director and executive vice president of design, Webb—who spent more than a decade at J.Crew before launching her eponymous label—will guide Banana Republic's overall creative direction, as well as lead global product design for the men's, women's, and accessories departments. She will report to Jack Calhoun, the global president.

Over the past few seasons, Webb has become known for her high-low, edgy-tomboy sensibility (she did help craft

that signature "J.Crew look," after all), so we're curious to see how she mixes things up at the mass retailer. "I'm thrilled to be joining the extremely passionate, talented design and creative teams at Banana Republic," she said. "The brand has such a beautiful history, which I truly admire. This is an amazing opportunity for me to combine my unique vision with a brand that has such a strong legacy."

Gap Inc. also intends to join M Webb LLC's minority investors by investing in Webb's label, which is available in more than thirty stores around the world. Calhoun will work as a strategic partner for Webb and will help her further develop her business.

Webb's first collection for Banana Republic is expected to hit stores in the summer of 2015.

—Emily Faria

Style.com / April 15, 2014

InStyle

FASHION

Big News Over at Banana Republic! Guess Who Is the Brand's New Creative Director?



Fans of J.Crew's preppy meets fashion-forward aesthetic will be happy about this bit of news: the brand's former womenswear designer **Marissa Webb** was named the Creative Director at **Banana Republic** today. This big announcement comes shortly after Banana Republic revealed **they'll be collaborating with Roland Mouret** on a capsule collection, and both pieces of news are clear indicators that the brand is looking to up their fashion focus.

"I'm thrilled to be joining the extremely passionate, talented design and creative teams at Banana Republic," Webb said in a statement. "The brand has such a beautiful history which I truly admire. This is an amazing opportunity for me to combine my unique vision with a brand that has such a strong legacy. I'm excited to be joining Banana Republic and being able to make an impact for our modern customer."

Webb is most recently known for her own eponymous line, which she started in 2013 after leaving J.Crew. Her designs are loved by many A-listers, including **Anna Kendrick**, and the allure is obvious: Webb seamlessly combines modern, downtown elements with a classic preppy aesthetic. So needless to say, we can't wait to see what she has in store for Banana Republic. Look out for Webb's first collection in stores in fall 2015.

InStyle / April 15, 2014

WEBB-000163

Opposition No. 91213413
Mappin & Webb Limited v. M Webb LLC
Declaration of Marissa Webb in Support of
Applicant's Main ACR Brief

Exhibit 2

Verge



Lindsay Burdge - Hot For Teacher

by James Patrick Herman Photography by Jeff Vespa

After her sexy, provocative and, yes, buzzy hit "A Teacher" at SXSW and Sundance, Lindsay Burdge's career is not simply smokin'—it's on fire!

Verge / September 10, 2013

COSMOPOLITAN

New York Fashion Week Spring/Summer 2014: Marissa Webb



SHOW: Marissa Webb

WHEN: Sept. 5

FASHION: Japanese style meets downtown chic was the vibe at Marissa Webb. Fun pops of primaries mixed with shades of black, white, and grey create an arresting color palette for the collection. The show consisted of Marissa's signature mix of cool separates and lust worthy dresses.

SHOES and JEWELS: Marissa Webb's shoes were gorgeous this season. Beautiful lace up pumps in the collections color palette along with edgy silver and black heels with an exaggerated ankle strap provide a must have shoe for Spring. Brazilian jeweler Yael Sonia Fine Jewelry provided all the jewelry for the collection.

BEAUTY: Bobbi Brown designed the beauty for the collection. Going for a fresh dewy natural palette that perfectly complimented the shows poppy coloring. The hair was created by Linh Nguyen for Cutler. Beautiful, messy waves created an edgy undone look that screamed effortless style.

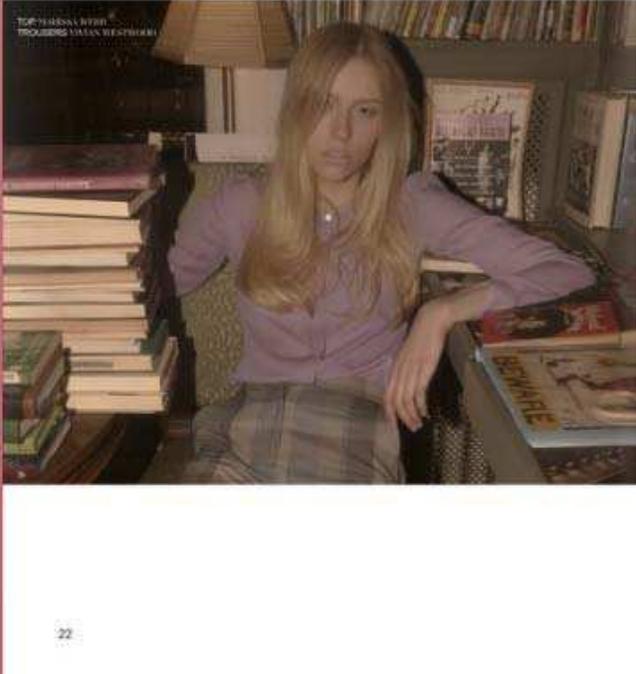
THE VERDICT: Edgy separates and structured silhouettes provide an easy to wear cool. The collection has this editor is lusting over the obi style detailing.

Cosmopolitan / September 7, 2013

WEBB-000245

Opposition No. 91213413
Mappin & Webb Limited v. M Webb LLC
Declaration of Marissa Webb in Support of
Applicant's Main ACR Brief

Exhibit 3



Rever Magazine / Spring Summer 13



THE FASHION: BY MARISSA WEBB

WORK IT

Get out of your work-fashion rut. We've rounded up the best of fashion's new-look heels, a sleek iPad case that you can take to happy hour, and SFW sparkle.

ASK A DESIGNER: MARISSA WEBB ON THE SMART WAY TO SHINE

W: The designer is her Manhattan studio. She's a former model turned fashion designer. She's also a former model turned fashion designer. She's also a former model turned fashion designer.

M: When she sees the racks with her eyes and thinks, "I'm totally, ultimately, serving to find of women's things, before heading for expensive label, which allowed an second collection during New York Fashion Week in February. We asked the designer about one of her signature high-heeled pumps—during the day. **P.F.F.:** Can pumps really work before dark—especially in a professional setting? We're skeptical.

M: Marissa says, "Well, if you're thinking of a ball gown, I think that might be hard to pull off, but anything that you can have, like a shell under a blazer, are a great way to add a playful pop to your look."

P.F.F.: Are all pumps created equal? Should you look for smaller pumps, for example, like Kate Spade?

M: The size and shape of the heel don't matter as much as the amount of shoe to toe. Marissa suggests heel to be more appropriate for daytime. Also, pumps that are only partially covered are a great option too.

P.F.F.: Anything else we should look out for?

M: "In general, it's important. This includes wearing single-heel, a little brighter—or like you're doing a walk of shame. Don't wear dresses—make sure they're okay, and pair them with a button-down and button fly."

P.F.F.: For your spring collection, you showed character-women-inspired shirts. This seems like a stroke of genius. Can anyone pull these off?

M: "For many people, alterations and adjustments are their only ally. For a long time, I've been told that's not the way to go. But I've seen these shirts that worked, and they didn't make me look like I had jewelry. The way they're made, everyone should go with it. But every woman has to find their own and been really surprised.—Lisa van der Horst"

TECH ACCESSORIES THAT TAKE YOU FROM NINE TO FIVE (AND BEYOND)

W: If you can't justify shelling out serious cash for an accessory whose sole purpose is to protect one of your gadgets, the smart people at Swytch.com have the solution. As part of its spring collection, the Swytch.com and Leather Goods brand launched this multifunction touch that lets you use your iPad during the week and serve as a sleek weekend clutch (with the weekend. Clutch. Indeed.)

W: If you're looking for a new pair of shoes, the new-look heels are a great option. They're a great option for the office, and they're a great option for the office. They're a great option for the office, and they're a great option for the office.

THE NEW LOW HEEL FOR (JUST ABOUT) EVERY OFFICE

W: The office is not a place where you should be wearing high heels. It's a place where you should be wearing low heels. It's a place where you should be wearing low heels. It's a place where you should be wearing low heels.

HOW TO WEAR THEM

You have to wear them with a dress. You have to wear them with a dress. You have to wear them with a dress. You have to wear them with a dress.

DESIGNER PICKS

And speaking of pumps, here are three new pumps that you should be wearing. They're a great option for the office, and they're a great option for the office.

IMPRESSIVE IDEAS

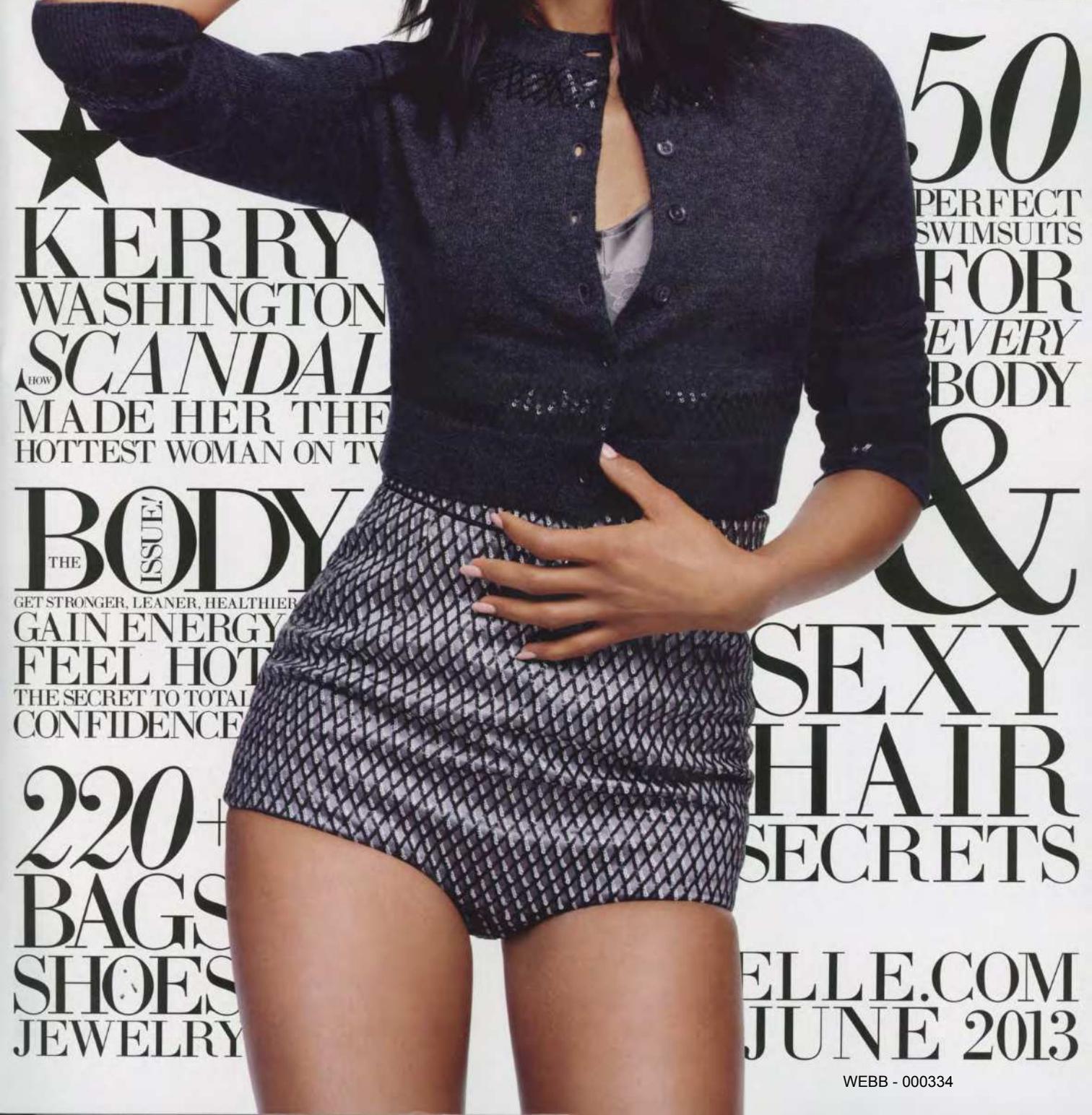
And speaking of pumps, here are three new pumps that you should be wearing. They're a great option for the office, and they're a great option for the office.

ELLE.COM www.elle.com

Elle / June 2013

WEBB-000272

ELLE



KERRY
WASHINGTON
SCANDAL
HOW
MADE HER THE
HOTTEST WOMAN ON TV

50
PERFECT
SWIMSUITS
FOR
EVERY
BODY

THE BODY
ISSUE

GET STRONGER, LEANER, HEALTHIER
GAIN ENERGY
FEEL HOT
THE SECRET TO TOTAL
CONFIDENCE

&
SEXY
HAIR
SECRETS

220+
BAGS
SHOES
JEWELRY

ELLE.COM
JUNE 2013

WORK IT

Get out of your work-fashion rut: We've rounded up the best of fashion's new low heels, a sleek iPad case that you can take to happy hour, and SFW sparkle

ASK A DESIGNER: MARISSA WEBB ON THE SMART WAY TO SHINE

SHINE ON The designer at her Manhattan studio; (below) sequined shorts from Webb's spring lookbook



Marissa Webb spent more than a decade at J.Crew, where she rose the ranks with her mix-and-match sensibility, ultimately serving as head of women's design, before founding her eponymous label, which showed its second collection during New York Fashion Week in February. We asked the designer about one of her signature high-low feats: sequins during the day.

ELLE: Can sequins really work before dark—especially in a conference room? We're skeptical.

Marissa Webb: Well, if you're thinking of a ball gown, I think that might be hard to pull off. But separates that you can layer, like a shell under a blazer, are a great way to add a playful pop to your look.

ELLE: Are all sequins created equal? Should you look for smaller sequins, for example, before 6 P.M.?

MW: The size and shape of the bead don't matter as much as the amount of shine it has. Matte sequins tend to be more appropriate for daytime. Also, pieces that are only partially beaded are a good option too.

ELLE: Anything else we should look out for?

MW: Silhouette is important. Butt-hugging sequins might look a little nighttime—or like you're doing a walk of shame. But with dresses—make sure they're slouchy, and pair them with a leather belt and ballet flats.

ELLE: For your spring collection, you showed chartreuse sequined shorts. This seems like a trifecta of trouble. Can anyone pull these off?

MW: So many people oftentimes put limitations on their own style. For a long time I've been told Asians can't wear yellow. But I wore these shorts this weekend, and they didn't make me look like I had jaundice. I'm not saying everyone should go and do this. But many women have tried these on and been really surprised.—*AMANDA FITZSIMONS*



THE NEW LOW HEEL FOR (JUST ABOUT) EVERY OFFICE

SUPERSTRICT

Your office is stiff—but we dare HR to find fault with these understated black pumps. (And with their tuxedo-slipper-inspired vamp, we dare the fashion police to find fault with them either.)



BUSINESS CASUAL

You have room to show some personality (with these graphic stripes, perhaps?) but have to be mindful of going overboard, like with—gasp!—a peep-toe.



CREATIVE PROFESSIONAL

And speaking of peep-toes: You can get away with showing some toe, and flirty colors (like this kicky peach).



ANYTHING GOES

Animal prints, racy straps—heck, you could go barefoot and no one would bat an eyelash.



Above, top to bottom: Smoking slipper, **L.K. Bennett**, \$295, collection at select Nordstrom stores nationwide. Printed snakeskin pump, **Manolo Blahnik**, \$865, visit saksfifthavenue.com. Calfskin pump, **Pierre Hardy**, \$595, collection at Jeffrey, NYC. Printed sandal, **Vince Camuto**, \$225, visit vincecamuto.com

TECH ACCESSORIES THAT TAKE YOU FROM NINE TO FIVE (AND BEYOND)



iWant: If you can't justify shelling out serious cash for an accessory whose sole purpose is to protect one of your gadgets, the smart people at Smythson have found the solution. As part of its spring collection, the stationery and leather-goods brand debuted this multipurpose pouch that can cart your iPad during the week and serve as a chic envelope clutch come the weekend. Clutch, indeed.—*A.F.*

Leather iPad clutches, **Smythson**, \$1,175 each, visit smythson.com.

Photos: courtesy of Marissa Webb; still life: Philip Friedman/Studio D (prop styling by Mai Tran)

ELLE

Marissa Webb Named Creative Director of Banana Republic

APRIL 15 3:00 PM
SALLY HOLMES | FASHION NEWS



Today, Banana Republic announced via Twitter that Marissa Webb will be joining the company as the brand's new creative director and head of design.

Webb, known for her masculine-meets-feminine aesthetic, will start her new post April 28, and will stay on as president and creative director of her eponymous label. The former J. Crew womenswear designer will oversee Banana Republic's direction and designs, and, we hope, bring some of the downtown vibe we've seen in her label's latest collections to the Gap Inc. brand.

"I'm thrilled to be joining the extremely passionate, talented design, and creative teams at Banana Republic," said Webb in a press release. "The brand has such a beautiful history which I truly admire. This is an amazing opportunity for me to combine my unique vision with a brand that has such a strong legacy. I'm excited to be joining Banana Republic and being able to make an impact for our modern customer."



Looks from Marissa Webb's fall 2014 collection.



Congrats, Marissa!

Elle / April 15, 2014

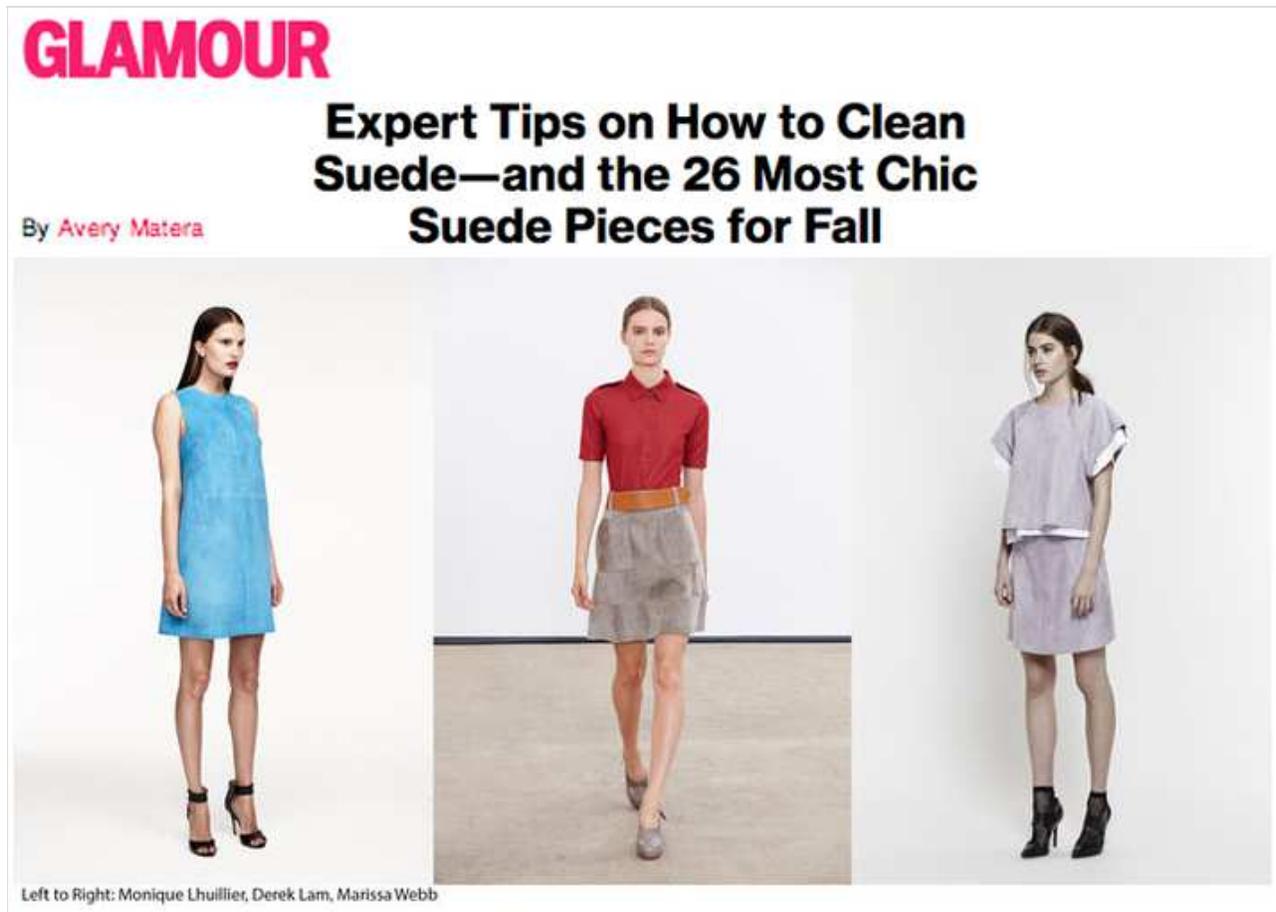
WEBB-000164

Opposition No. 91213413
Mappin & Webb Limited v. M Webb LLC
Declaration of Marissa Webb in Support of
Applicant's Main ACR Brief

Exhibit 4



Lucky Magazine / September 2014



WEBB-000074

THIS ISSUE ABOUT SHOPPING

U

KEY

Secret Weapons
FOR
FLAWLESS
SKIN

FIND
YOUR
New
Fall
Coat

The Personal Style Issue

starring
Dakota Fanning,
Lupita Nyong'o,
Lily Allen
AND MORE!

It's All About the Shoes!

60

Perfect Pairs



SEPTEMBER 2014

\$1.99 US \$2.99 CAN



**THE
SILHOUETTE**

Counter the
brightness with
simple shapes
and a slim
skirt and angora
crewneck.

**PAIR
PRIMARIES**

When worn
together, red and
acid yellow are
anything but basic.

THE ACCENTS

A magenta clutch ties
the palette together.

THE SHOES:

Finish the look with
pointy-toe pumps in a
complementary shade.

CREATOR: Angora, \$195
Michael Michael Kors, Select
Macy's 800-289-6229
SILK: Silk blend, \$495, Marissa
Webb, marissa-webb.com
SWEET: Gold polished,
\$230 each, alexisbatton.com
LEGG: Leather, \$550, Bally
20-731-9092, burchak, "Pollard,"
\$450, presme.com

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Exhibit 5

People

StyleWatch | STYLE NEWS NOW

5 Things You Didn't Know About Marissa Webb

9/6/2013 AT 10:44 PM ET



COURTESY STEPHEN LOVERING/GETTY

We're guessing that you've read about Marissa Webb, the designer who wowed everyone in a big way yesterday with her amazing Spring 2014 collection at New York Fashion Week. And since she was all over the web, we figured you may want to know a little bit more about her! So to help you keep up with the NYFW conversation, here's a brief bio of the woman who's not only ruling the runway, but ruling Twitter.

1. She used to work at J. Crew. She spent over ten years there as Head of Womenswear and Accessories Design and then, two years ago, she left to branch out on her own and design full-time.
2. She's Korean, but she's based in New York City. Her clothes are available in top stores around the world, including Barneys New York.
3. She's a self-proclaimed tomboy. You may not guess it based on the abundance of feminine styles in her collections, but Webb grew up in Pennsylvania playing in dirt. "I was surrounded by trees and dirt bike trails," she told *Line* magazine this fall. That

explains why her style is part feminine, part urban chic: "Living in NYC and growing up in the woods, I tend to gravitate toward the mixing of hard with soft, nature with architecture," she told *Lifestyle Mirror* in February.

4. She's awesome to work for. Unlike some designers, who are somewhat notorious for being a wee bit self-involved (we're not going to mention any names here), Webb is a team player through and through. In fact, right before she debuted her fall 2013 collection at New York Fashion Week, she said, "I'm looking forward to giving everyone on my small team huge hugs for all their hard work and dedication. I probably would not still be standing without them."

5. The actress Alyssa Milano is a fan. She tweeted on Wednesday, "Wearing all @marissawebbnyc today for my press! #obsessed"

Tell us: What do you think of Marissa Webb?

—Annie Daly

People / September 6, 2013



WWD / September 6, 2013

WEBB-000248

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Applicant's Main ACR Brief

Exhibit 6

DITCH THE DIET, DROP THE POUNDS! WE TELL YOU HOW

SHAPE

SHAPE
YOUR LIFE
SHAPE.COM

7-DAY SLIM DOWN

tone, tighten,
and torch

2,000 CALORIES

INDULGE WITHOUT THE BULGE

FLAT ABS & LEAN LEGS

8 Easy Moves



BEYONCÉ

STRONG & SEXY
How She Got
Her Powerful
Post-Baby Body

HOT HAIR!

3 Glam
Styles to
Try Now

HAVE BETTER SEX TONIGHT!

APRIL 2013 / SHAPE.COM
DISPLAY UNTIL APRIL 22, 2013



0 74470 51078 9
WEBB - 000338

What's black, white, and chic all over? Spring's stylish stripes! This season, put it all on the line in graphic dresses, separates, and accessories.



MIX AND MATCH

The trick to this sophisticated—and flattering—mix? Pairing similarly sized patterns in feminine shapes.

Halston Heritage shirt (\$325) and skirt (\$325; halston.com). **Mango** ring (\$20; mango.com).

Marissa Webb heels (\$498; marissa-webb.com).

(OPPOSITE)

STRAP HAPPY

Channel your inner warrior in fierce yet foot-friendly gladiator sandals.

Lauren Ralph Lauren shirt (\$60; bloomingdales.com).

Joe Fresh skirt (Joe Fresh, NYC, 212-366-0960 for similar). **Kenneth Jay Lane** bangles (from \$50; 877-953-5264).

Stuart Weitzman sandals (\$398; stuartweitzman.com).

SEEING STRIPES

photography by **Jamie Nelson**

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Declaration of Marissa Webb in Support of
Applicant's Main ACR Brief

Exhibit 7

LOSE YOUR BELLY!

Women's Health

FALL FASHION SPECIAL
Flip Over

Hot Body Express!

Shortcuts to Getting Fit and Sexy

The Sleep Fix
This Simple Tip Guarantees Overnight Success!

Plus: How to Take an Amazing Selfie!

Sex Confessions
Unbelievable Things Guys Crave in Bed

Flawless Skin
Magic Erasers for Acne, Wrinkles & Dark Spots

Elizabeth Banks
15 Mins + 4 Moves
= Killer Legs

September 2013
\$4.99 (US) / \$5.99 (CAN)

Barcode: 1521-1111

Women'sHealthMag.com

FALL FASHION BONUS

BOLD TRIM
ADDS AUTHORITY TO REMAINING SILHOUETTE.
Natalie Pink, \$450. (2) \$120. (3) \$150. (4) \$180. (5) \$210. (6) \$240. (7) \$270. (8) \$300. (9) \$330. (10) \$360. (11) \$390. (12) \$420. (13) \$450. (14) \$480. (15) \$510. (16) \$540. (17) \$570. (18) \$600. (19) \$630. (20) \$660. (21) \$690. (22) \$720. (23) \$750. (24) \$780. (25) \$810. (26) \$840. (27) \$870. (28) \$900. (29) \$930. (30) \$960. (31) \$990. (32) \$1020. (33) \$1050. (34) \$1080. (35) \$1110. (36) \$1140. (37) \$1170. (38) \$1200. (39) \$1230. (40) \$1260. (41) \$1290. (42) \$1320. (43) \$1350. (44) \$1380. (45) \$1410. (46) \$1440. (47) \$1470. (48) \$1500. (49) \$1530. (50) \$1560. (51) \$1590. (52) \$1620. (53) \$1650. (54) \$1680. (55) \$1710. (56) \$1740. (57) \$1770. (58) \$1800. (59) \$1830. (60) \$1860. (61) \$1890. (62) \$1920. (63) \$1950. (64) \$1980. (65) \$2010. (66) \$2040. (67) \$2070. (68) \$2100. (69) \$2130. (70) \$2160. (71) \$2190. (72) \$2220. (73) \$2250. (74) \$2280. (75) \$2310. (76) \$2340. (77) \$2370. (78) \$2400. (79) \$2430. 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WEBB - 000340 WomensHealthMag.com

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ADDS
AUTHORITY
TO FEMINE
SILHOUETTES.**

Marna Ro dress,
\$425.50, at
Condor, 212-966-
4280; Bailey44
shirt, \$196, at Vie,
314-997-0124;
Pour La Victoire
boots, Kristen
Elspeeth necklace,
DKNY tights

**GLOSSY
PANELS
LIVEN UP THE
STANDARD
SHIFT DRESS.**

Bailey44 dress,
\$284, zappos.com;
Won Hundred
boots, Jonathan
Adler bag, Lauren
Ralph Lauren scarf,
R.J. Graziano cuff

**PUT
LEATHER TO
WORK**

*No longer just for nights and weekends,
the badass textile cleans up well
and proves it can hold down a day job.*

**A CIRCLE
SKIRT IN
PERFORATED
LEATHER
MEANS
BUSINESS.**

Eva Franco skirt,
\$195, evafranco
.com; Marissa
Webb sweatshirt,
Ann Taylor shoes,
Ben-Amun bangle

WEBB - 000341

PHOTOGRAPHS BY AARON RICHTER

FASHION DIRECTOR: JACQUELINE AZRIA, HAIR: JEANIE SYFU/TRESEMME/ARTMIX BEAUTY, MAKEUP: KEIKO TAKAGI FOR DIOR/ART DEPARTMENT

Opposition No. 91213413
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Declaration of Marissa Webb in Support of
Applicant's Main ACR Brief

Exhibit 8

EAST COAST STYLE
Olivia Palermo
RUNWAY REVIEW: MARISSA WEBB
SPRING 2015



As the recently appointed Creative Director of [Banana Republic](#), [Marissa Webb](#) brought accessibility and a commercial influence (in the best way possible) to her Spring 2015 collection. Wearable staples like the trench coat, wool crepe blazers and eyelet cotton shirt-dresses were transformed for the runway by using unexpected fabrics like metallic and gunmetal tweeds and an excessive amount of silk and even molding them into different silhouettes entirely (trench coats into dresses for instance). Touches of menswear could be seen throughout the collection like in an army green anorak coat which juxtaposed and accented the feminine simplicity that was the true star like in her cascading mosaic silk dresses. Our takeaway? These are your perfectly tailored and easy to wear 9-to-5 pieces that are even more acceptable for off hour activities.

[Olivia Palermo](#) / September 5, 2014

Los Angeles Times

New York Fashion Week: Marissa Webb's cool girl vibe



WEBB-000043



A look from designer Marissa Webb's show at New York Fashion Week. (Frazer Harrison / Getty Images for TRESemme)

By **BOOTH MOORE, LOS ANGELES TIMES FASHION CRITIC**
contact the reporter

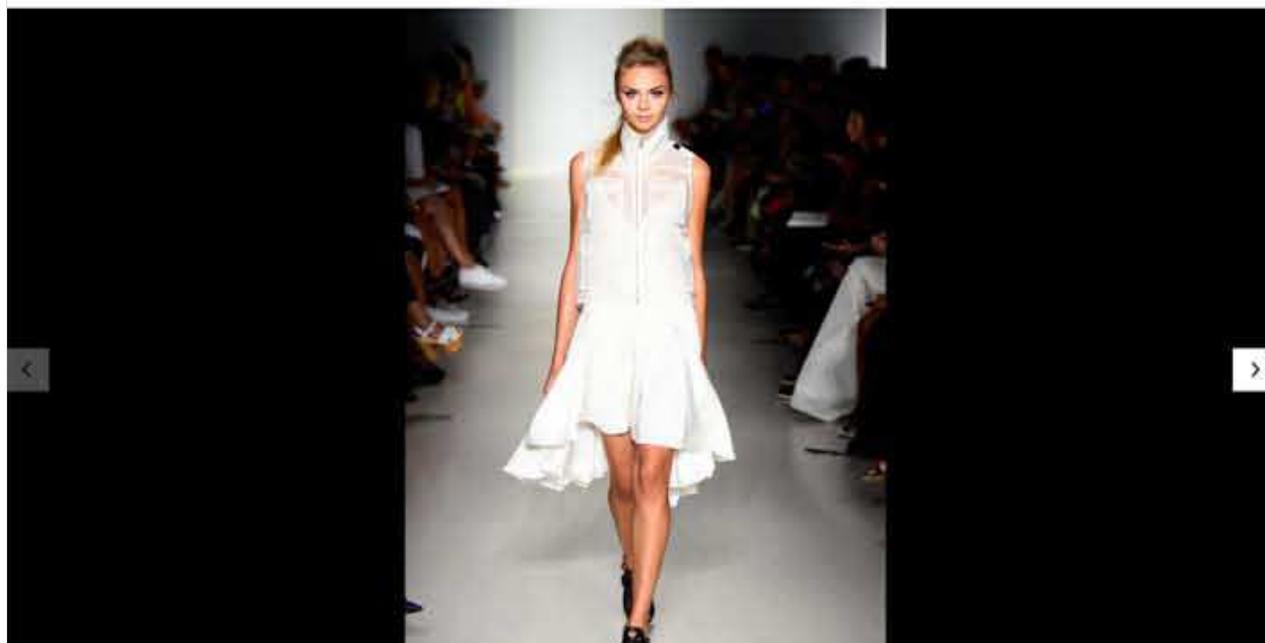
SHARELINES

 Marissa Webb designs a 'covetable mix of immensely wearable tailored and feminine pieces' with this collection

SEPTEMBER 5, 2014, 10:36 AM | REPORTING FROM NEW YORK

Marissa Webb could be America's answer to Isabel Marant.

Her spring collection was a covetable mix of immensely wearable tailored and feminine pieces. Styled with Ivy Kirzhner's urban cowgirl booties, it was a cool look, but taken apart, the pieces were the kind of basics with a *je ne sais quoi* twist for which Marant has become famous.



WEBB-000044



SHOW CAPTION 1 / 11

The Korea-born Webb launched her namesake line in 2011 after a decade at J.Crew, where she was head of women's design, and stints at Polo and Club Monaco before that. And in April, Banana Republic tapped her as creative director to try and reinvigorate the chain store offerings.

Webb's first Banana Republic collection won't launch until summer 2015, but her namesake line, which falls in the contemporary category, is sold at the Gap-owned Intermix boutiques and elsewhere.

She showed her spring collection Thursday afternoon at New York Fashion Week in an expanded runway format.

The look: That girl everyone wants to dress like.

Key pieces: Drop waist flounce dress with a sheer organza cargo vest on top; black shirtdress with white shirtdress over pants (Why wear just one dress when you can wear two?); military green anorak jacket cinched at waist over blue print flounce miniskirt; white eyelet shirtdress; black leather sweatpants.

The verdict: A big step forward for Webb, a star on the rise in the American fashion scene.

booth.moore@latimes.com

Follow me on Twitter: [@booth1](https://twitter.com/booth1)

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Los Angeles Times / September 5, 2014

Hollywood Life  by Bonnie Fuller

Sexy Side Braids At Marissa Webb Spring 2015 — How To



Fri, September 5, 2014 12:59pm EDT by [Dory Larrabee](#) [Add first Comment](#)

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Exhibit 9

The New York Times

New York Fashion Week Morning Report

Fashion is an endlessly renewable resource, and Day 1 of fashion week comes with its own novelties and news. At 5 p.m., Marissa Webb presents her first namesake collection since being chosen as creative director of Banana Republic, and it's safe to say more eyes will be turned her way. On the men's side, Michael Maccari presents his first collection as the creative director of the rebooted, resuited Perry Ellis. (For suits of a different sort, you might check out Parke & Ronen, the men's swim line for whom less is more.)

The New York Times / September 4, 2014



Marissa Webb Spring 2015 Runway



WEBB-000050

On the Runway

ALL THINGS FASHION

September 11, 2013, 9:11 pm | Comment

The Bordello Chic Trend

By RUTH LA FERLA



Love his work or loathe it, there is no escaping Marc Jacobs and his persistent sway on the fashion establishment. On his [Louis Vuitton fall runway](#), the designer unveiled a succession of sybils wearing little more than their sumptuous skivvies and furs. He followed that act with a much-discussed video that captured the likes of Georgia May Jagger and Cara Delevingne soliciting strangers in Parisian alleys, one performing a languid strip in the headlights of a passing car. At around the same time, Vuitton introduced a fall advertising campaign that ushered viewers inside the parlor of a high-end bordello, its occupants lounging in sultry dishabille (above).



Louis Vuitton fall 2013 advertising campaign.

—Sony Figueras/The New York Times

Flash forward six months to discover their look-alikes parading spring fashions on the New York runways. Bordello chic was a theme at [Jason Wu](#), whose demi-clad mannequins wore corset dresses and peek-a-boo peignoirs (right). It emerged as well at [Prabal Gurung](#), whose otherwise chastely clad models turned their backs to reveal leather harnesses.



—Peter Michael D'Ally/Getty Images
Jason Wu, spring 2014

The mood filtered into [Marissa Webb's](#) spring offerings, spiced here and there with bondage-like corsetry. Adam Selman, in his first collection, staged saucy vignettes in which young women idled at their dressing tables in filmy camisoles, slip dresses and black silk robes — yet another instance of the world's oldest profession inspiring the season's latest looks.

NEW YORK FASHION WEEK
Coverage from in and around the New York shows.

A version of this article appears in print on 09/12/2013, on page E2 of the New York edition with the headline: Turn on the Red Light.

New York Times / September 11, 2013

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Exhibit 10



Source: Getty

Like all really clever women, Marissa Webb borrows from the boys – but makes it entirely her own for Spring 2015. She's also not afraid to experiment with the classics, like turning a great trench coat into an even better little trench dress. And her layering is just as smart – long, unbuttoned tunics belted over pants and under skirts.

It's an effortless lineup, one for cool-girl types looking for a 9-to-5, day-to-night wardrobe. You'll find sharp, metallic tweed jackets just as easily as a staple anorak, and if you're on the hunt for a bright red notice-me dress, you'll find that here too. It's a mix that's bound to please just about every customer – begging the question: is Webb America's [Isabel Marant](#)?



Popsugar / September 4, 2014

THE WALL STREET JOURNAL.

Runway Recap: Coach, Altuzarra for Target, Gareth Pugh and more from

WEBB-000054

Day 1 of NYFW

The September edition of **New York Fashion Week** always has a back-to-school feeling about it. Fresh off fabulous vacations, feeling rested and boasting a summer glow, the fashion flock come together to peruse what designers have in store for **Spring 2015**. With [runway shows dialing up the drama](#) thanks to [the work of event producers](#), this season promises to be filled with plenty of [Instabait](#).

Day 1 of NYFW began calmly enough, with pretty pastels from **Coach** and **BCBGMaxAzria**. A mere 12 hours later, show goers found themselves either underneath the stars at the **Altuzarra for Target** launch, alongside **Keri Russell** and **Naomi Watts**, or downtown, bearing witness to **Gareth Pugh's** dark performance art.

Click through for more on the day's buzz-worthy moments, from [the WSJ fashion team](#) of [Christina Binkley](#), [Elizabeth Holmes](#), [Paula Knight](#) and [Ray Smith](#).

Marissa Webb is working double time, designing her namesake line and serving as Banana Republic's new creative director. Glenn Murphy, chief executive of Gap Inc., Banana Republic's parent company, came to cheer her on from the front row. His one-word review of her spring collection: "Great."—EH



WEBB-000055



Vests galore for spring from @marissawebb, who is also the new creative director at @bananarepublic. This ensemble, and especially this vest, could work in both, no? (Among her front-row fans: Gap Inc CEO Glenn Murphy, third from the left here.)

EHOLMESWSJ · 13 HOURS AGO

Wall Street Journal / September 5, 2014



New York Daily News / September 5, 2014

WEBB-000056

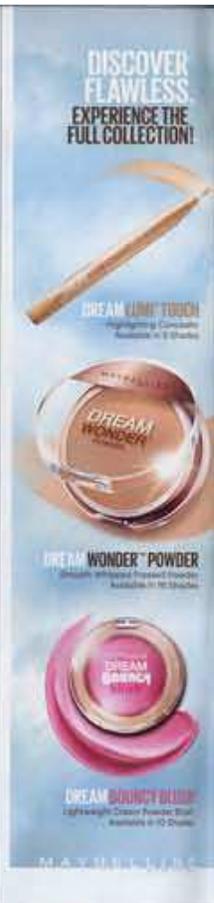
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Applicant's Main ACR Brief

Exhibit 11



Daily Front Row / September 4, 2014

SHOP: [Celia Vest](#)



Shirt, \$89.50, Banana Republic Men's, banana.republic.com. Jacket, jeans, necklaces & shoes, Webb's own.

TOR

"I DON'T LIMIT MYSELF TO THE WOMEN'S OR MEN'S SIDE."

social worker father and piano teacher mother in Doylestown, Pennsylvania. ("I have a menorah, but I'm not really practicing," she says.) She studied fashion illustration and design at the Fashion Institute of Technology and quickly landed plum internships at Daryl K and Polo Jeans, where her quirky borrowed-from-the-boys style got her noticed by Ralph Lauren himself.

After graduating, she logged a stint at Polo Jeans and Club Monaco before

WEBB-000018



W

HEN BANANA REPUBLIC tapped New York-based designer Marissa Webb as its new creative director in April, fashion insiders dubbed the move "the beginning of a new era." They had good reason for the hyperbole. After all, installing the ultrachic Webb—who left her position as head of womenswear and accessories design at J.Crew in 2011 to launch her own eponymous label—to guide Banana Republic's overall creative direction was widely viewed as an audacious move to reposition the brand and its more than 700 stores as the go-to for stylish, affordable workwear in a marketplace crowded with competitors like Zara, H&M, and, *ahem*, J.Crew. Known for her edgy high-low sensibility (think fashion-forward tweed separates with moto and military detailing, and collared shirts with undone bow ties), Webb has been credited alongside former boss Jenna Lyons, the patron saint of mix-and-match, for modernizing the once stodgily preppy J.Crew.

Born in Seoul, South Korea, and adopted at age 4 along with her biological siblings, Webb was raised Jewish by her

finding her way to J.Crew, where she spent more than a decade rising through the ranks before striking out to launch her own label. "I was told the burnout rate for this industry was 10 years, so I figured I was ahead of the curve," she quips. Her line is now sold at more than 30 stores worldwide and online. Webb hasn't abandoned it for her new gig. In fact, Banana Republic's parent company, Gap Inc., became an investor.

As for what's ahead for Banana Republic, Webb hints at big changes. "It's everything from the clothes to the in-store experience to online styling," she says. "It's important that people see us as a lifestyle brand, not just a wear-to-work brand." She says she's been most inspired by the company's "travel DNA": "I went back to 1978 and how Banana Republic started, which was really about travel as inspiration. Utilitarian detailing can be very modern." Just don't expect the safari chic from the retailer's early days. "It's not right for our times to have a big giraffe in the middle of the store," she adds.

Also look for Webb's signature mixing of feminine and masculine to influence the retailer's offerings. Time to say buh-bye to traditional gender-segregated sections? "I don't limit myself to the women's or men's side," Webb explains. "I believe in showing people how to step out of their comfort zone. Maybe it's: How do you wear men's shirts? How do you make it feminine? We are a huge company, and we should be able to have something for everybody." —Karen Schwartz

September 2014 MARIECLAIRE.COM 225

Marie Claire / September 2014

SHOP: [Lexi Melange Blazer](#)

WEBB-000019



Shirt, \$89.50, Banana Republic Men's; banana republic.com. Jacket, jeans, necklaces & shoes, Webb's own.

THE INNOVATOR

MARISSA WEBB
 CREATIVE DIRECTOR AND EXECUTIVE VICE
 PRESIDENT OF DESIGN, BANANA REPUBLIC

"I DON'T LIMIT MYSELF TO THE WOMEN'S OR MEN'S SIDE."

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After graduating, she logged a stint at Polo Jeans and Club Monaco before finding her way to J.Crew, where she spent more than a decade rising through the ranks before striking out to launch her own label. "I was told the burnout rate for this industry was 10 years, so I figured I was ahead of the curve," she quips. Her line is now sold at more than 30 stores worldwide and online. Webb hasn't abandoned it for her new gig. In fact, Banana Republic's parent company, Gap Inc., became an investor.

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Exhibit 12

GLAMOUR

Can I Wear Pink In The Fall? Your Transitional Fashion Questions, Answered

By [Christina Perez](#)

Got a wardrobe worry? A shoe conundrum? A fit quandry? Welcome to *Stumped By Style*, where each week Glamour's fashion development editor Christina Pérez answers your most dire dressing dilemmas. Submit a question by using the email button below, leaving a comment, or tweeting [@ChristinaLPerez](#) with the hashtag [#stumpedbystyle](#).

Wearing pink is easy in the spring and summer. How do I transition it to fall?

— [@neonstarburstx](#)

I feel your pain. Judging by your Twitter handle, you're the type of girl who, like myself, lives for a crazy double-rainbow explosion of color. For decades, we color-lovers were tragically brainwashed into believing that specific shades could only to be worn during certain seasons. And honestly, what a shame. When I think of all the wonderfully quirky and dazzling color combinations our outfits have been deprived of because of some antiquated seasonal "rules," it makes me squirm in my Rachel Comey shooties.

Thankfully, those old color rules are fading into oblivion. Designers seem hell-bent on sending all manner of "untraditional" colors (and, come to think of it, fabrics too; but that's a different column) down their runways, season be damned. Lucky for you, my dearest [@neonstarburstx](#), one of the most prevalent colors on those kooky designers' fall 2014 runways was pink.



The Fall 2014 runways offered pinks in every shade—from blush to fuchsia. Left to right: Agnona, Gucci, Altuzarra, Marissa Webb, Fendi, Christian Dior

Now, I know what you're thinking: "That's great about the kooky designers and all, but how do I wear the dang color in September without looking like an Easter basket?" Here are some Dos and Don'ts to looking pretty in pink come September:

DO consider fabric.

Fabrics are key. You can absolutely wear your floaty, netal pink silk skirt (or dress, or blouse, etc.) once

WEBB-000069

fabrics are key. You can absolutely wear your heavy, petal pink silk shirt (or dress, or blouse, etc.) once the temperature drops—if you pair it with heavier layers. Ribbed tights, a chunky sweater, and a wool jacket not only provide extra warmth, they also provide gorgeous textural contrast.

DO remain neutral.

This is my go-to trick for making even the riskiest pieces work: When in doubt, keep everything else monochrome or super neutral. For example, bright pinks look modern and sleek when paired with all-black, lighter hues feel really luxe with ivory and gray, and peaches have much more depth when worn with taupes and tans. That being said...

...DON'T be afraid to go bold!

The freshest looks on fall's runways were the ones that contained the zaniest color combos: pink with mustard or red or army green or Yves Klein blue. If you're going to go this route, be sure to choose pieces in crisp silhouettes (no ruffles, ruching, or bows, please) and go with strong accessories (square-heeled boots or sturdy flats) to ground the look.

And always, always remember to follow the only fashion rule that matters: Whatever you wear, own it.

Glamour / August 21, 2014

INTERMIX

— FALL LOOK BOOK —



WEBB-000070

GLAMOUR

 | Dressed

MONDAY, 09/16/2013 12:21 PM

And the Most Popular NYFW Designer (Online!) Was...



by [Amy Wicks](#) [Follow](#) [Email me](#)

*Contributing fashion news editor. Late-night eBay shopper.
Recovering Seattle grunge girl. Pass the cheese plate.*

Did you watch any New York Fashion Week shows online last week? It turns out more people than ever tuned in to see their favorite designers, with more than 630,000 watching 59 shows either live or on demand (this is up approximately 50 percent over the last Fashion Week in February).

Mashable reports that [Michael Kors](#) attracted the most video views, followed by [Nanette Lepore](#), [Carmen Marc Valvo](#), [Marissa Webb](#), and [BCBG Max Azria](#).

You all loved the Michael Kors show, which I [wrote](#) about on Wednesday, so here's one more look from that collection. Oh, and if you didn't catch the live show the first time, [check it out now!](#)

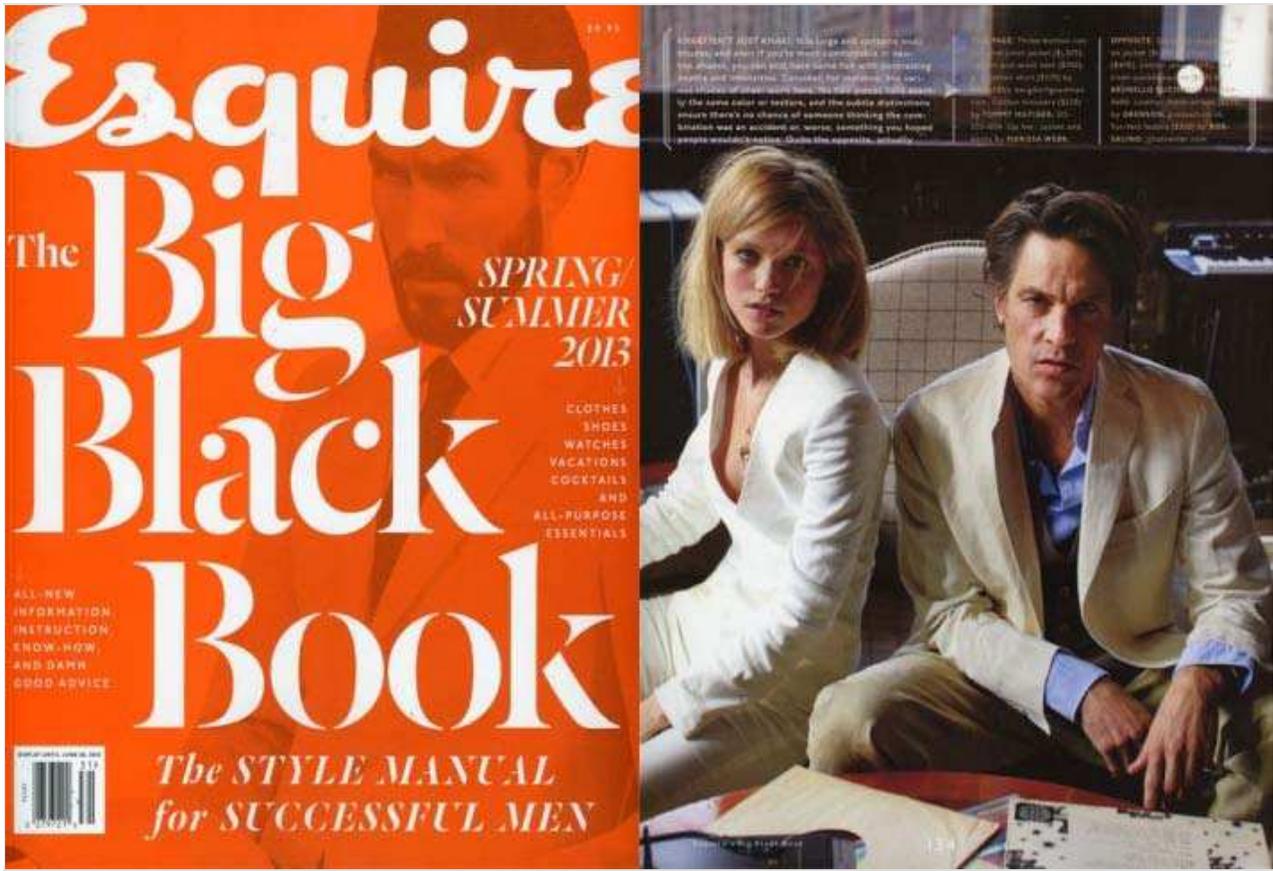
On average, each show garnered 15,600 viewers, up 14,000 over last season, according to Mashable.

Glamour / September 16, 2013

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Exhibit 13



Esquire / May 2013

\$9.95

Esquire

The Big Black Book

*SPRING/
SUMMER
2013*

↓
CLOTHES
SHOES
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VACATIONS
COCKTAILS
AND
ALL-PURPOSE
ESSENTIALS

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GOOD ADVICE

*The STYLE MANUAL
for SUCCESSFUL MEN*

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WEBB -000343

KHAKI ISN'T JUST KHAKI. It is large and contains multitudes, and even if you're most comfortable in neutral shades, you can still have some fun with contrasting depths and intensities. Consider, for instance, the various shades of khaki worn here. No two pieces have exactly the same color or texture, and the subtle distinctions ensure there's no chance of someone thinking the combination was an accident or, worse, something you hoped people wouldn't notice. Quite the opposite, actually.

THIS PAGE: Three-button cotton-and-linen jacket (\$1,375), cotton-and-wool vest (\$350), and cotton shirt (\$270) by **BOGLIOLI**; bergdorfgoodman.com. Cotton trousers (\$228) by **TOMMY HILFIGER**; 212-223-1824. On her: Jacket and pants by **MARISSA WEBB**.

OPPOSITE: Double-breasted linen jacket (\$1,895), cotton shirt (\$470), cotton jeans (\$510), and linen pocket square (\$135) by **BRUNELLO CUCINELLI**; 970-544-0600. Leather monk-straps (\$370) by **GRENSON**; grenson.co.uk. Fur-felt fedora (\$350) by **BOR-SALINO**; jjhatcenter.com.



Opposition No. 91213413
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Exhibit 14

Bazaar

Harper's

G W Y N E T H



SUMMER
FASHION
ISSUE

WEBB - 000345

DRESSING YOUR AGE

The rules for looking “appropriate” are not what they used to be. By Jennifer Alfano

NO MINISKIRTS after 40. Or long hair. Sleeveless after 50? Never! There are a lot of women who still believe in age-related fashion dictums, but in a world where everyone from nine to 90 wears jeans, what does “age appropriate” actually mean?

“I don’t think a number defines your age,” says designer Marissa Webb, who’s in her 30s. “Your lifestyle and energy do. I’ve met many women in their 50s who are in amazing shape and can pretty much pull off any outfit. What’s appropriate for one person can be very different for another.” Thirtysomething designer Veronica Swanson Beard concurs. “Dressing your age means feeling comfortable in your own skin and working with what you’ve got.”

In my case, now that I’m in my 40s, I find myself wanting to dress not necessarily younger but edgier. Classics that I once loved, like tailored bouclé jackets and basic LBDs, suddenly seem aging. I want to push my boundaries, to find silhouettes that are modern and clean and have a twist. I need a little funk. Not a lot. But enough to keep it all interesting.

Perhaps this is just a reaction to the clothes that designers are creating now, which happen to have a bit of edge and make me excited to get dressed in the morning. Sarah Burton at Alexander McQueen cuts perfect print dresses that work



20s
Gaia
Repossi



40s
Yasmin
Le Bon



20s
Alexa
Chung



60s
Vera
Wang

whether you’re 25 or 65; the tailored tuxedo pieces Alber Elbaz at Lanvin sent out for spring meet my fashion-forward desires; and almost anything from Phoebe Philo at Céline is a winning combo of cool and comfort. These designers are making grown-up clothes. They’re avant-garde yet polished. And that polish is key. Sure, I can wear the same jeans my daughter does, but then everything else needs to be elevated with, say, a Balmain blazer and a cashmere sweater from the Row. Maybe I’ll add a pair of pumps, but these days I find that only one “timeless” element really feels right. Though I like my leather pants from the Row, miniskirts, for me, are better left in the past. I see plenty of fortysomething women (Gwyneth Paltrow, et al.) wearing them and looking fabulous, but I’d rather rock a Dolce & Gabbana pencil skirt with a spiked stiletto any day. When it comes to handbags, the last thing I want is something traditional. I don’t want an It bag, but I do want something fun. (As I write this, I’m having a daytime-

clutch moment; Céline and Bottega Veneta are my favorites.) Of course, if you’re in your 20s you can wear classic, because youth alone gives it that essential ironic touch. Plus, you can take the seriousness out of anything by mixing high with low. Just look at Alexa Chung, who dresses as if she mashed up her mother’s and grandmothers’ closets with her own and came out with ensembles that are winsome, sexy, and girlish. (Denim cutoffs with Chanel bouclé wool jackets, Valentino paired with Topshop—it all looks great. But on me not so much.) When can you begin to dress straight-up überclassic and make it beyond chic? ►

In a world where everyone from nine to 90 wears jeans, what does “age appropriate” actually mean?

Harpers
BAZAAR
-XXX-

HOT LIST: NEW YORK FASHION WEEK SPRING 2013

We're a week out from all of the fun, fashion and fantasy that New York Fashion Week Spring 2013 is certain to provide. As you relish your last bit of summer sun this Labor Day weekend (before Lincoln Center and MILK Studios become your second homes), study up on the need-to-know news from the upcoming shows. From the newest street style stars to the model of the moment, hot ticket parties and places to imbibe, here is our round-up of the best of what's new in New York. **Text by Kerry Pisci**
By Harper's Bazaar Staff



Photo Credit: Kelly Stuart

Marissa Webb's Solo Debut

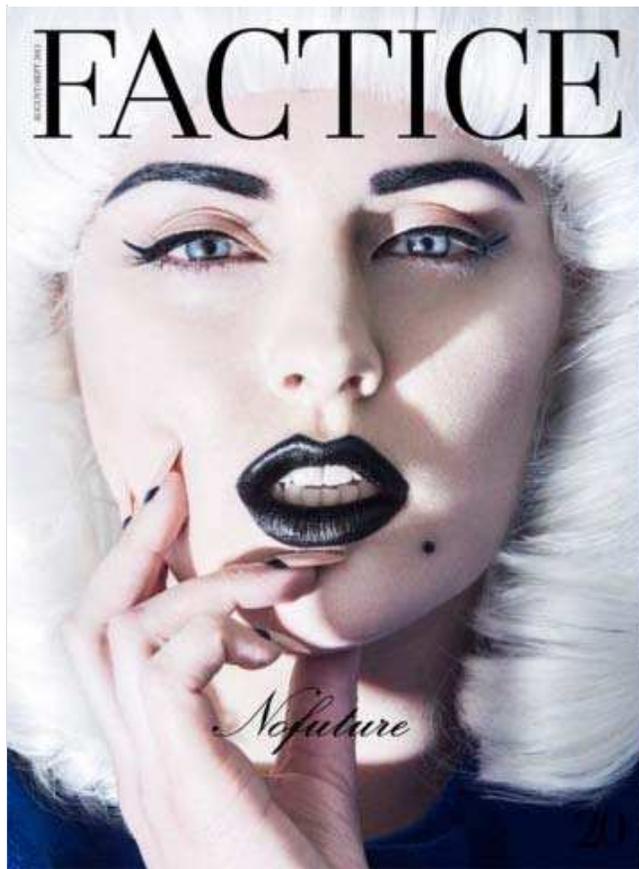
J.Crew's former head womenwear designer, Marissa Webb, surprised the fashion world when she announced her departure from the brand in late 2011—but she soon revealed that she would be launching an eponymous line. The wait for what it will look like (read: will it have any of her old J. Crew references) is nearly over, as Webb will show her inaugural collection at NYFW on Saturday, September 8.

Harpers Bazaar.com / August 31, 2012

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Exhibit 15



Facite Magazine / August September 2013



O Magazine / September 2013

O

THE OPRAH
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AN O EXTRAVAGANZA!

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**The
Guilt-Free
Snack,**
pg. 114

**What's
Really Healthy**
Surprising News
From Dr. Oz

**Spread
Too Thin?**
Smart Advice
for the Seriously
Frazzled

**She Smokes,
She Smooches,
She Dances in
Bell-Bottoms!**
Behind the Scenes
of Oprah's New Movie

WEBB - 000347



From Runway to O-Way

Military Chic

Camo is one of my favorite prints: It matches nothing yet goes with everything. Which is why I'm loving these at-ease weekend pieces in army colors with hits of orange and camo, camo, camo. Luxurious details (like gold chain links) keep the vibe more brunch than barracks.



JACKET, \$98; LOFT.COM. **SWEATER, \$79;** JOEFRESH.COM FOR STORES. **SCARF, ARIZONA, \$15;** JCP.COM.



VEST, \$30; OLDFNAVY.COM. **TUNIC, DKNY, \$355;** BLOOMINGDALES.COM. **BELT, \$17;** TARGET.COM.



BAG, M MISSONI, \$595; 212-431-6500.



SKIRT, MYRTLEWOOD, \$58; MODCLOTH.COM. **BELT, \$40;** EXPRESS.COM.

PANTS, MARISSA WEBB, \$535; ELIZABETH-CHARLES.COM.



WATCH, VICTORINOX SWISS ARMY, \$650; NORDSTROM.COM.

TIP: Camo functions as a neutral, so don't be afraid to pair it with brights.



SHOES, W\$309; PRETTY LOAFERS.US.

New Romantic

Part *The Royal Tenenbaums*, part vintage glam, this look is flattering for most, with longer hemlines and forgiving silhouettes. To avoid looking like the Olsen twins in their bag lady phase, make sure all the colors in the outfit are of similar intensity, i.e., brights with brights or pastels with pastels.



OSCAR DE LA RENTA

DRESS, FERVOUR, \$80; MODCLOTH.COM.



FAUX FUR!

TURTLNECK, OASIS, \$62; OASIS.ANDOTHERBRANDS.COM. **VEST, \$98;** VICTORIASSECRET.COM. **BELT, \$10;** LULUS.COM.



SKIRT, CALVIN KLEIN, \$110; MACYS.COM.



NECKLACE, \$128; CHLOEANDISABEL.COM.

Mixed-media clothes and accessories (like this leather bag with semiprecious stones) are a big trend.



CLUTCH, \$495; ETIENNEAIGNER.COM.



SWEATER, SPARROW, \$88; ANTHROPOLOGIE.COM. **BLOUSE, \$89;** VINCECAMUTO.COM.



WATCH, VERSACE, \$1,495; 888-721-7219.

SHOES, VC SIGNATURE, \$250; VINCECAMUTO.COM.

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Exhibit 16



E! NEWS | FASHION | FASHION WEEK | HAIR | MODELS | NEW YORK

GO BACKSTAGE WITH DESIGNER MARISSA WEBB AT FASHION WEEK

From flawless hair to the jaw-dropping looks, E! has an exclusive look inside Webb's studio as the models get runway ready for New York Fashion Week.



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E! News / September 8, 2014

BlackBook

Runway Hair You Can Definitely Do at Home via Marissa Webb

Beauty | By. Emily Ovaert | September 8, 2014



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Exhibit 17



New York Fashion Week Spring 2015



Marissa Webb

Models walk the runway at the Marissa Webb fashion show during Mercedes-Benz Fashion Week Spring 2015 at The Salon at Lincoln Center on Sept. 4, 2014, in New York.

CBS News / September 6, 2014

WGSN.com

Marissa Webb puts a feminine edge to boyish looks – Spring/Summer 2015



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Exhibit 18



The Daily Front Row / September 6, 2013



Marissa Webb brings a new belle to fashion week

AP SAMANTHA CRITCHELL 3 hours ago

NEW YORK (AP) — A new belle of the ball might have stepped off the Marissa Webb runway at New York Fashion Week.

Webb's collection is quickly becoming an insider's favorite, and even though it was shown in one of the smaller venues of the Lincoln Center tents, the audience was largely one that matters: top editors, stylists and retailers. One of the first outfits was a slim-cut, slightly sheer top and a blush-colored blouse with a men's style — but definitely feminine in silk — tie that was worn with a high-waist, bell-shape skirt.

It set the tone for a mostly chic collection full of interesting-yet-wearable pairings.

Webb, who used to design for J. Crew, turned a strapless tulle ballerina dress into something more urban and modern by using an army green color, and the finale black crepe gown was harnessed in black leather suspenders.

There were subtle references to lingerie, but not your typical bustier top. The belted tunics and babydoll dresses had an ease and glamour to them rather than an overt sexiness. Let's call them the underpinnings of a label with potential.



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Exhibit 19

Atlantic – Pacific



Top: Topshop. Skirt: Marissa Webb c/o. Sunglasses: Prada. Rings: David Yurman, Cartier.

Atlantic-Pacific / August 1, 2014

SHOP: [Josephine Luxe Satin High-Waisted Skirt](#)

WEBB-000081

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Exhibit 20

WHO WHAT WEAR

A MAKEOVER FOR BANANA REPUBLIC? MARISSA WEBB NAMED CREATIVE DIRECTOR

Get the scoop on what's movin' and shakin' in the world of Banana Republic.



We all know what fabulous things Jenna Lyons has done for J.Crew, and now it seems Banana Republic is preparing for its own renaissance with today's announcement of Marissa Webb as the brand's new Creative Director and EVP of design. Webb, designer of her **eponymous brand** and acclaimed J.Crew alum, has personal style in spades, which is why we're particularly excited to see how her aesthetic translates to Banana Republic. Click through to check out the designer's signature feminine-meets-tomboy style and let us know what you think of the designer's new appointment.

Who What Wear / April 15, 2014



Banana Republic Taps Marissa Webb, J.Crew's Former Designer

Tuesday, April 15, 2014, by Racked Staff



Marissa Webb via Getty

Gap announced today that **Marissa Webb**, former head womenswear designer at **J.Crew** and designer of her own eponymous collection, will be the new **creative director and executive vice president of design** for Banana Republic. Simon Kneen, the previous creative director for the brand, **vacated the spot last fall**.

Webb will step into her new role on **April 28**, and we'll be able to get a look at her new direction for the brand with the **summer 2015 collection**. Gap also announced that it will be investing in **Marissa Webb's private label**, which is sold through Gap's Intermix stores.

Racked / April 15, 2014

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Exhibit 21

FASHIONISTA

MARISSA WEBB NAMED CREATIVE DIRECTOR OF BANANA REPUBLIC

Gap Inc. will also invest in her namesake label.



Designer [Marissa Webb](#) has just been named creative director and executive vice president of design for Banana Republic, according to a release by parent company Gap Inc.

Webb has been tapped to "guide" the brand's overall creative direction, as well as oversee design in the women's, men's and accessories categories -- in other words, everything. Webb's official start date is April 28, but her first designs for the brand won't debut until summer 2015.

This is not Webb's first time heading up design for a brand of this size. Before starting her own line, Webb was in charge of [womenswear for J.Crew](#), spending over a decade with the company.

Webb will [maintain her own line](#), launched in 2011, in addition to her duties at Banana Republic. As part of the deal, Gap Inc. has bought a minority stake in her label and Banana Republic Global President Jack Calhoun will serve as a strategic partner.

Fashionista / April 15, 2014

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Exhibit 22

Intermix Online / What to Wear / Fall 2014

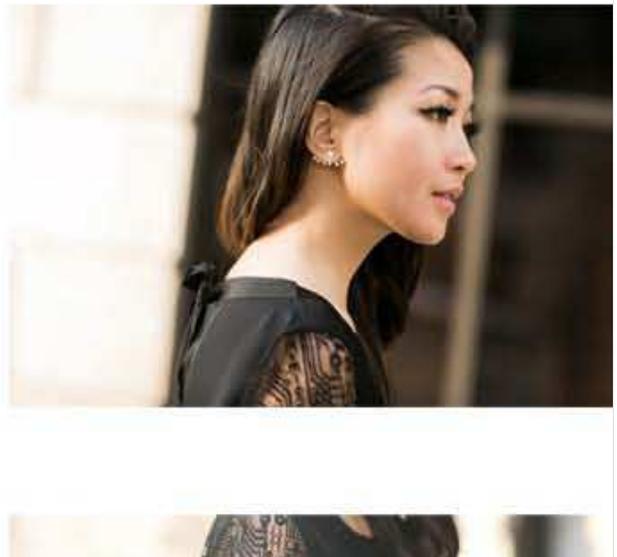
SHOP: [Phoebe Multi Melange Jacket](#), [Darla Print Blouse](#), [Celia Vest](#), [Ida Popover Tunic](#)

Wendy's Lookbook

[ABOUT](#) [YOUTUBE](#) [OUTFITS](#) [BAGS & SHOES](#) [THE FRAME](#) [CONTACT](#)

Flowy Structure :: Lace tee & Ruffled skirt

by wendy



WEBB-000091



I love mixing different silhouettes. The flowy lace top paired with a structured skirt gives the overall outfit a relaxed look. I'm playing with two main colors today, black and blue. I wanted to carry the denim shade from the skirt down to the pumps.



:: Outfit ::

Top :: [Marissa Webb](#)

Bottom :: [Toga](#)

Shoes :: [Gianvito Rossi](#) (similar [here](#))

Bag :: Miu Miu (old, also adore this [shape](#))

Accessories :: Wendy's Lookbook X Tacori [Promise Bracelet](#), earrings thanks to [Rue Gembon!](#)

WEBB-000092

SHOP: [Sonia Geo Lace Tee](#)

Wendy's Lookbook

[ABOUT](#) [YOUTUBE](#) [OUTFITS](#) [BAGS & SHOES](#) [THE FRAME](#) [CONTACT](#)

Sweet Floral :: Bubble hem dress & Magenta pumps

by wendy



WEBB-000093



I adore this dress and especially love that every detail is thoughtful – the lush silk, the bubble hem and the continuity of the print. And best of all, it has pockets!



:: Outfit ::

Jacket :: [McQ Alexander McQueen](#) (beautiful [similar design](#))

Dress :: [Marissa Webb](#)

Bag :: Chanel (similar shape [here](#))

Shoes :: [Manolo Blahnik](#) (similar [here](#))

Accessories :: Cartier watch, Wendy's Lookbook X Tacori [Promise Bracelet](#), earrings thanks to [Rue Gembon](#)!

Wendy's Lookbook/ July 16, 2014

WEBB-000094

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Exhibit 23

fabrics are key. You can absolutely wear your heavy, petal pink silk shirt (or dress, or blouse, etc.) once the temperature drops—if you pair it with heavier layers. Ribbed tights, a chunky sweater, and a wool jacket not only provide extra warmth, they also provide gorgeous textural contrast.

DO remain neutral.

This is my go-to trick for making even the riskiest pieces work: When in doubt, keep everything else monochrome or super neutral. For example, bright pinks look modern and sleek when paired with all-black, lighter hues feel really luxe with ivory and gray, and peaches have much more depth when worn with taupes and tans. That being said...

...DON'T be afraid to go bold!

The freshest looks on fall's runways were the ones that contained the zaniest color combos: pink with mustard or red or army green or Yves Klein blue. If you're going to go this route, be sure to choose pieces in crisp silhouettes (no ruffles, ruching, or bows, please) and go with strong accessories (square-heeled boots or sturdy flats) to ground the look.

And always, always remember to follow the only fashion rule that matters: Whatever you wear, own it.

Glamour / August 21, 2014

INTERMIX

— FALL LOOK BOOK —



WEBB-000070



[Intermix Online](#) / What to Wear / Fall Look Book

SHOP: [Lexi Melange Blazer](#), [Celia Vest](#), [Kenley Crepe V-Neck Top](#), [Ashbey Blouse with Silk Organza Back](#), [Randy K Plaid & Tweed Skirt](#)

WEBB-000071



The SFP LookBook / Fall/Winter 2014

INTERMIX

STYLE 3 WAYS:
MODERN MENSWEAR



Thanks to a slew of truly fantastic menswear-inspired pieces coming in stores this season, our significant others won't have to guard their closets from our

WEBB-000105

Oxford-prying hands anymore. Not only do we have a curated collection featuring everybody's favorite boyfriend silhouette, but we've also got a plethora of styling inspiration for each of our must-have pieces. Just take a look at how we're wearing the trend and styling it for this season and beyond in the slideshow below.

Shop these and more must-haves in our Pre Fall Edit on intermixonline.com >>

Photo Credit: Ashley Jahncke Photography



SHOP LEFT: Veronica Beard Combination Blazer -- 10 Crosby Derek Lam Seamed Oversized Pocket Tee -- Stella McCartney black trousers: Available in store
SHOP MIDDLE: Marissa Webb Charlie Silk Tie Classic Blouse -- rag & bone Neal Leather Short
SHOP RIGHT: Derek Lam shorts: Available at INTERMIX Soho -- A.L.C. Nat Criss-Cross Top



WEBB-000106



SHOP LEFT: Derek Lam shorts: Available at INTERMIX Soho -- A.L.C. Nat Criss-Cross Top
SHOP MIDDLE: Marissa Webb Charlie Silk Tie Classic Blouse -- rag & bone Nesi Leather Short
SHOP RIGHT: Veronica Beard Combination Blazer -- 10 Crosby Derek Lam Seamed Oversized Pocket Tee -- Stella McCartney black trousers: Available in store



SHOP LEFT: Derek Lam shorts: Available at INTERMIX Soho -- Robert Rodriguez Rounded Hem Crop Top
SHOP MIDDLE: Robert Rodriguez Rounded Hem Crop Top -- Veronica Beard Combination Blazer -- rag & bone/JEAN EXCLUSIVE Shredded Boyfriend Jean
SHOP RIGHT: Marissa Webb Charlie Silk Tie Classic Blouse -- Exclusive For Intermix Wide Leg Crepe Pant



WEBB-000107



SHOP LEFT: Derek Lam shorts: Available at INTERMIX Soho -- Robert Rodriguez Rounded Hem Crop Top
SHOP MIDDLE: Marissa Webb Charlie Silk Tie Classic Blouse -- Exclusive For Intermix Wide Leg Crepe Pant
SHOP RIGHT: Robert Rodriguez Rounded Hem Crop Top -- Veronica Beard Combination Blazer -- rag & bone/JEAN EXCLUSIVE Shredded Boyfriend Jean



SHOP LEFT: Robert Rodriguez Rounded Hem Crop Top -- Veronica Beard Combination Blazer -- rag & bone/JEAN EXCLUSIVE Shredded Boyfriend Jean
SHOP MIDDLE: Derek Lam shorts: Available at INTERMIX Soho -- Robert Rodriguez Rounded Hem Crop Top
SHOP RIGHT: Marissa Webb Charlie Silk Tie Classic Blouse -- Exclusive For Intermix Wide Leg Crepe Pant



WEBB-000108



SHOP LEFT: Veronica Beard Combination Blazer -- Exclusive For Intermix Wide Leg Crepe Pant -- 10 Crosby Derek Lam Seamed Oversized Pocket Tee
SHOP MIDDLE: Marissa Webb Charlie Silk Tie Classic Blouse -- rag & bone/JEAN EXCLUSIVE Shredded Boyfriend Jean -- J. Brand Olive Jacket
SHOP RIGHT: Stella McCartney Sweatshirt: Available in store -- Derek Lam shorts: Available at INTERMIX Soho



SHOP LEFT: Veronica Beard Combination Blazer -- Exclusive For Intermix Wide Leg Crepe Pant -- 10 Crosby Derek Lam Seamed Oversized Pocket Tee
SHOP MIDDLE: Stella McCartney Sweatshirt: Available in store -- Derek Lam shorts: Available at INTERMIX Soho
SHOP RIGHT: Marissa Webb Charlie Silk Tie Classic Blouse -- rag & bone/JEAN EXCLUSIVE Shredded Boyfriend Jean -- J. Brand Olive Jacket



WEBB-000109



SHOP LEFT: Marissa Webb Charlie Silk Tie Classic Blouse -- rag & bone/JEAN EXCLUSIVE Shredded Boyfriend Jean -- J. Brand Olive Jacket
SHOP MIDDLE: Veronica Beard Combination Blazer -- Exclusive For Intermix Wide Leg Crepe Pant -- 10 Crosby Derek Lam Seamed Oversized Pocket Tee
SHOP RIGHT: Stella McCartney Sweatshirt; Available in store -- Derek Lam shorts; Available at INTERMIX Soho



SHOP RIGHT: Stella McCartney Sweatshirt; Available in store -- Derek Lam shorts; Available at INTERMIX Soho
SHOP MIDDLE: Stella McCartney Sweatshirt; Available in store -- Derek Lam shorts; Available at INTERMIX Soho
SHOP RIGHT: Marissa Webb Charlie Silk Tie Classic Blouse -- rag & bone/JEAN EXCLUSIVE Shredded Boyfriend Jean -- J. Brand Olive Jacket

[Intermix Online](#) / Blog / July 1, 2014

SHOP: [Classic Charlie Tie Blouse](#)



BARNEYS
NEW YORK

THE
WINDOW

INSIDER FASHION ACCESS

WEBB-000110