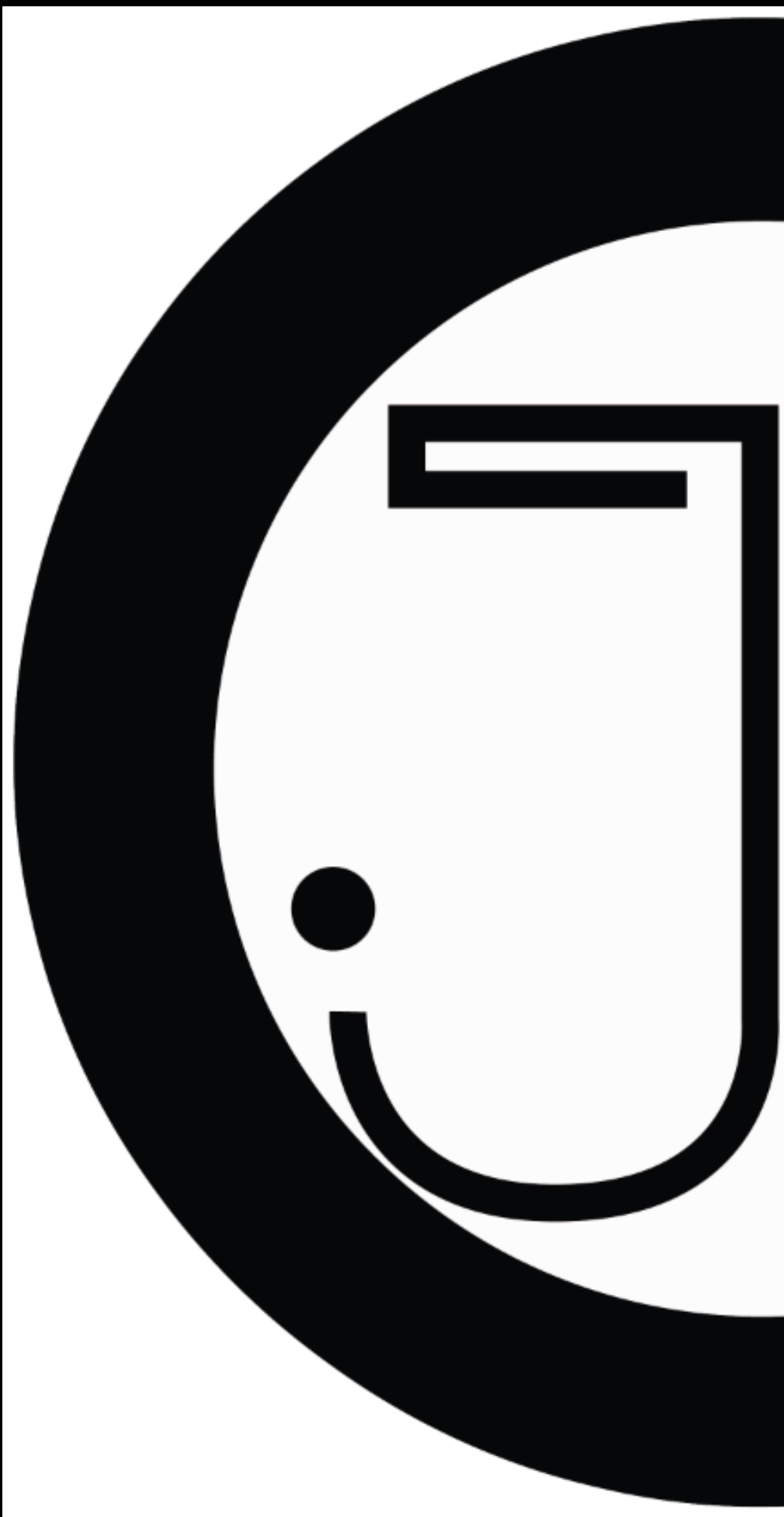


PEPPER JACQUES



MEDIA KIT





Brand

Not a 'plus size' brand, not a 'misses' brand. Just fashion.

Woman

To every woman, regardless of size, who seeks bold and unique fashion experiences: we dare you to try Pepper Jacques.

Experience

We specialize in making women feel confident and effortlessly fashionable.

Team

A sister duo. A true power team. The confidence that comes with a well-crafted look pumps through Rachel and Marshea Fenderson's hearts and veins.

Resort Collection

Design and construction that enhances any body shape and completes any wardrobe.

Pepper Jacques is an innovative luxury clothing brand that utilizes smart, sophisticated design to capture the shapes and styles of a woman's body. Created in 2011, it is the brainchild of Designer and CEO, Rachel A. Fenderson. She is a graduate of Parsons School of Design, and infuses her training and technique with Caribbean culture and urban sensibility influences. The brand was born while Rachel was working full-time, and despite the odds, she amazingly managed to create Pepper Jacques' first Fall Accessories Collection. The quality of the pieces spoke for itself, and after forming an unexpected partnership with an employee from "The Body Shop", Pepper Jacques was invited to do a series of trunk shows. The shows' popularity and

positive reviews launched the brand on a path towards success. Created out of a pure love for fashion, Pepper Jacques rejects the limitations that other brands place on the misses and plus size markets.

The PJ Woman

We have positioned Pepper Jacques as the wild card of fashion, the rebel *with* a cause. Although fashion production has a schedule, there are certain garments that can be worn year-round. We produce each season with the intention of gradually completing a woman's boudoir. Every single piece is crafted to fill a certain gap that the Pepper Jacques woman has in her wardrobe.

And whose closet are we completing? Yours. The key influencer in a network. The woman who finds value in setting trends, who adores daring travels, and who defines the urban lifestyle. The woman who is stunting.

Experience

We also offer to the Pepper Jacques woman a distinctly unique shopping experience. Instead of designing styles for the traditional model physique, each article is produced to enhance different body figures. Nothing is simply 'sized up'. We understand that no two women look the same in a single design, and each piece reflects that ideology. We strive to create a balance between the sizes: specific garments for specific silhouettes. Whether that is a cover up that flows beautifully over her curves, or a scarf that delicately drapes around her shoulders, the Pepper Jacques ideal is that every woman should be able to effortlessly embrace their body's elegance.



STUNT·ING

transitive verb \ 'stənt-ing \

1 : unusual and difficult physical feats or an acts requiring a special skill, performed for artistic purposes

2 : well dressed

PEPPER JACQUES

THE BRAND

Limited Editions

Each season, we create a limited run of products. This gives the Pepper Jacques woman the knowledge and confidence that she won't look like everyone else. By creating an allure for styles that are exclusive yet financially attainable, Pepper Jacques identifies and relates to our ideal consumers. However, instead of releasing an entire collection of products at once, particular pieces are rolled out over time. We do this in order to perfect every single style in our collection; this slow progression not only builds excitement and anticipation for what's to come, but it also solidifies Pepper Jacques as a brand motivated by excellence.

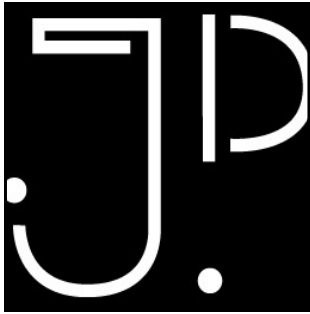
Where to Buy

Our brand's ultimate objective is to satisfy the consumer who wants chic but affordable clothing that will not be seen on the masses. We accomplish this by applying the concept of the Pop-Up store, but in non-traditional spaces. Pepper Jacques might pop up in a warehouse in the Garment District, or in a public space in the middle of Union Square. Just like a musician who has just released an album, our goal is to take our collections on tour. However, it's also likely to see us pop up online, or on the mobile application. We make the Pop-Up shopping experience digital, but we do it without compromising quality. In those spaces, the items or color and fabric combinations will be exclusive to the Pop-Up store. Our consumers' thirst for spontaneity and individuality is epitomized in these shopping spaces. Our version of the Pop-Up creates loyalty, breeds continued frenzy, and maintains exclusive superiority.

At Pepper Jacques, we pair our dedication to a greater fashion experience with a sense of social responsibility. As a Made in New York brand, we are committed to accountable manufacturing and community growth. However, our social responsibility extends far beyond New York. We proudly partner with charities and scholarship initiatives in Jamaica and around the world; these are a further representation of our drive to empower women regardless of appearance. Pepper Jacques creates in order to enhance the way women experience themselves.

PEPPER JACQUES

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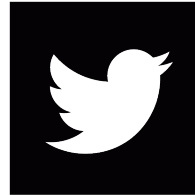
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PEPPER JACQUES

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THE PEPPER JACQUES

THE SISTER TEAM

Rachel and Marshea Fenderson are a sibling duo among the ranks of the brothers who successfully launched GUESS and the sibling pair behind Mickey London. These sisters grew up watching their mother and aunt face the world everyday while dressed uniquely, from necklace to heels. This constant procession of effortless art was absorbed by Rachel, and detailed and reassembled by Marshea. These two bring together the two halves of the fashion world: the designs, and the business that sells them.

Rachel is the creative spirit and the design core of Pepper Jacques. She has been drawn to color, texture, and intoxicating lines that accentuate the female form for as long as she can remember, and she's always made an entrance. Rachel's fashion prowess debuted at 5 years old, when she dressed from braids to Mary Janes in shimmering fabrics, mini heels, lace stockings, and a shoulder bag. With that emboldened and fresh spirit, she designs so that every woman, whether she is a Pepper or a Jacques, also makes an entrance.

She pairs her design training from Parsons and degree in English Literature from Hofstra to do just that. Like building a compound sentence, Rachel's first design stratum is the shape. She stretches lines beyond their current iterations in order to precisely emphasize the curve and curl of a woman's form. The complexity builds as Rachel chooses fabric that is not

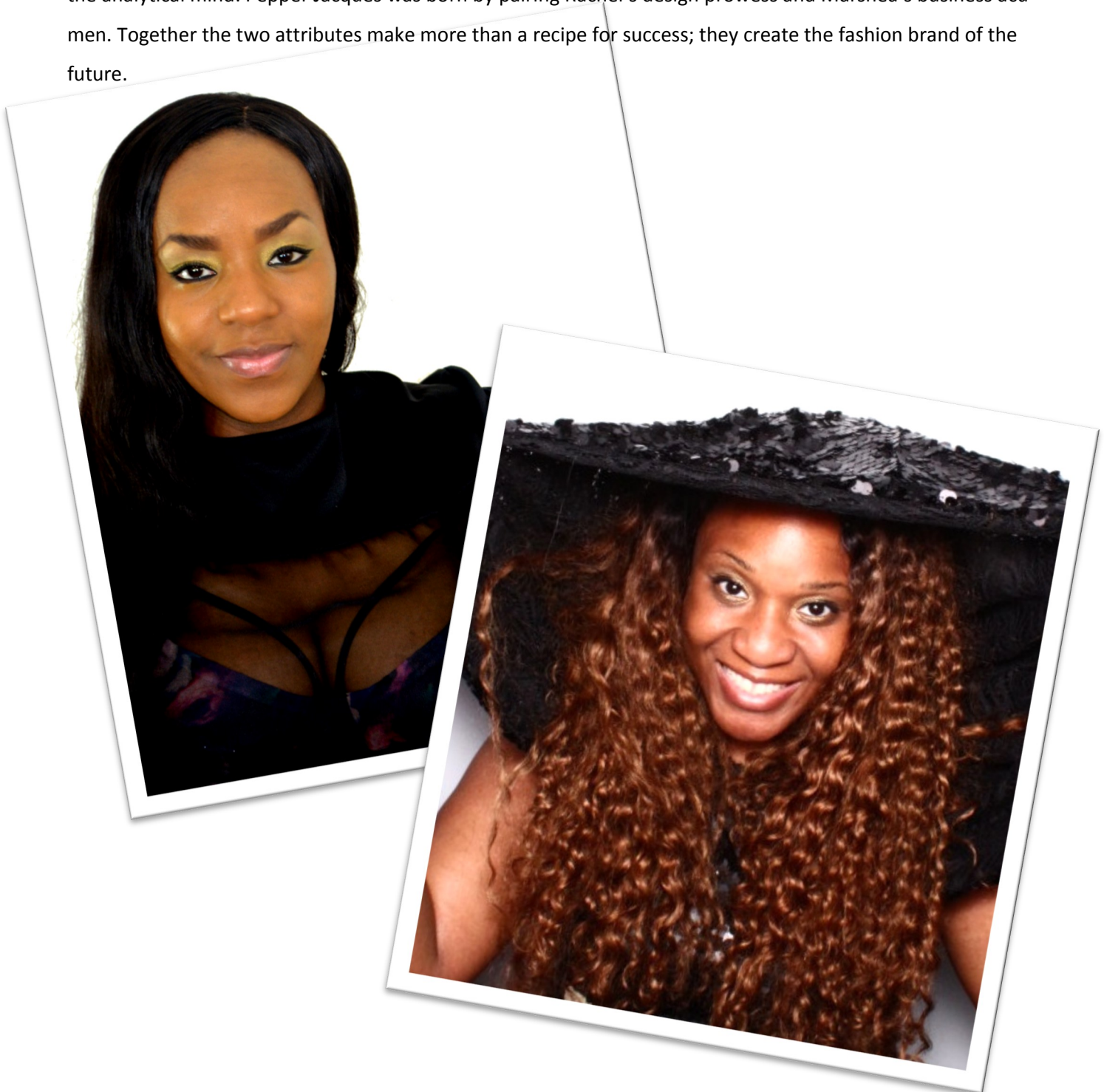
only high quality, but also graceful and comfortable. Her designs are intricate, but effortlessly communicate the best fit for women of all shapes. Rachel has an eye for accuracy, the direction of the market, and a sixth sense for how best to whet the palette of Pepper Jacques' sophisticated shopper.

Rachel's inherent creativity is perfectly complemented by her sister's analytical mind. Marshea, COO and the business core of Pepper Jacques' calculated approach and mission, is an engineer and 'traditional fashion' outsider by trade. Marshea studied Mechanical Engineering at Tufts University, and worked for the technical giant IBM. She spent two years as the Executive Director of a non-profit mentorship program geared towards young women, and fourteen years in corporate America. After that, she realized that she could further develop a top brand if she worked on Pepper Jacques full time.

Her business acumen has served her well for a long time, as Marshea began capitalizing on opportunities for entrepreneurship as early as grade school. When lanyards became heavily in demand on the playground, she convinced her mother to buy them in bulk so that she could serve and benefit from the popular demand. However, she does more than bring her analytical mind to the business model of Pepper Jacques. She brings her own unique style and outlook on fashion.

Marshea was born with an eye for coordination and was teased as a toddler for coordinating her shoes and barrettes with her school uniform. Today, she layers looks with bold color, energetic fabrics, and sky-high heels that dazzle. Her versatility and world travels allow her to identify as either a Pepper or a Jacques on any given day, and to understand that fashion is for any woman who is bold enough to take it on.

Daughters of Jamaican immigrant parents, both Rachel and Marshea have a work ethic fueled by a determination to succeed. Their long-term goal is to make fashion more accessible to both the creative and the analytical mind. Pepper Jacques was born by pairing Rachel's design prowess and Marshea's business acumen. Together the two attributes make more than a recipe for success; they create the fashion brand of the future.



PEPPER JACQUES

THE WOMAN

OUR WOMAN IS YOU

The Pepper Jacques woman is a trendsetter perpetually teetering on the edge of haute couture while remaining loyal to classic lines and lush fabrics. She can be seen strutting down the streets of Tokyo, Kingston, Paris, and New York in various designers, daring vintage pieces, and accessible comfort garments and certainly outfitted in PJ freshness, just to elevate her style. She is determined to make her apparel choices more poignant by defining her look with personality, culture, and sass.

PEPPER

Pepper is a fashion risk taker who does not try to stand out - just does. Pepper's share the same love of fashion from small towns to big cities throughout the world. Their attire is an unspoken sentence that represents who they are at the core.

Target Market

- ◆ Trendy, urban consumer
- ◆ Open to explore new brands and events,
- ◆ Key influencers in their social network
- ◆ Trendsetter
- ◆ Demands products and brands that enhance and express her lifestyle and tastes, rather than conforming to trends in fashion, beauty and culture.
- ◆ Never static
- ◆ Ready at a moment's notice to go to club, shop at her favorite boutique, grab cocktails with friends or attend a social event at a museum or gallery.
- ◆ She may not be an expert in design and art, but she is an expert at creating her own image and defining her own tastes.

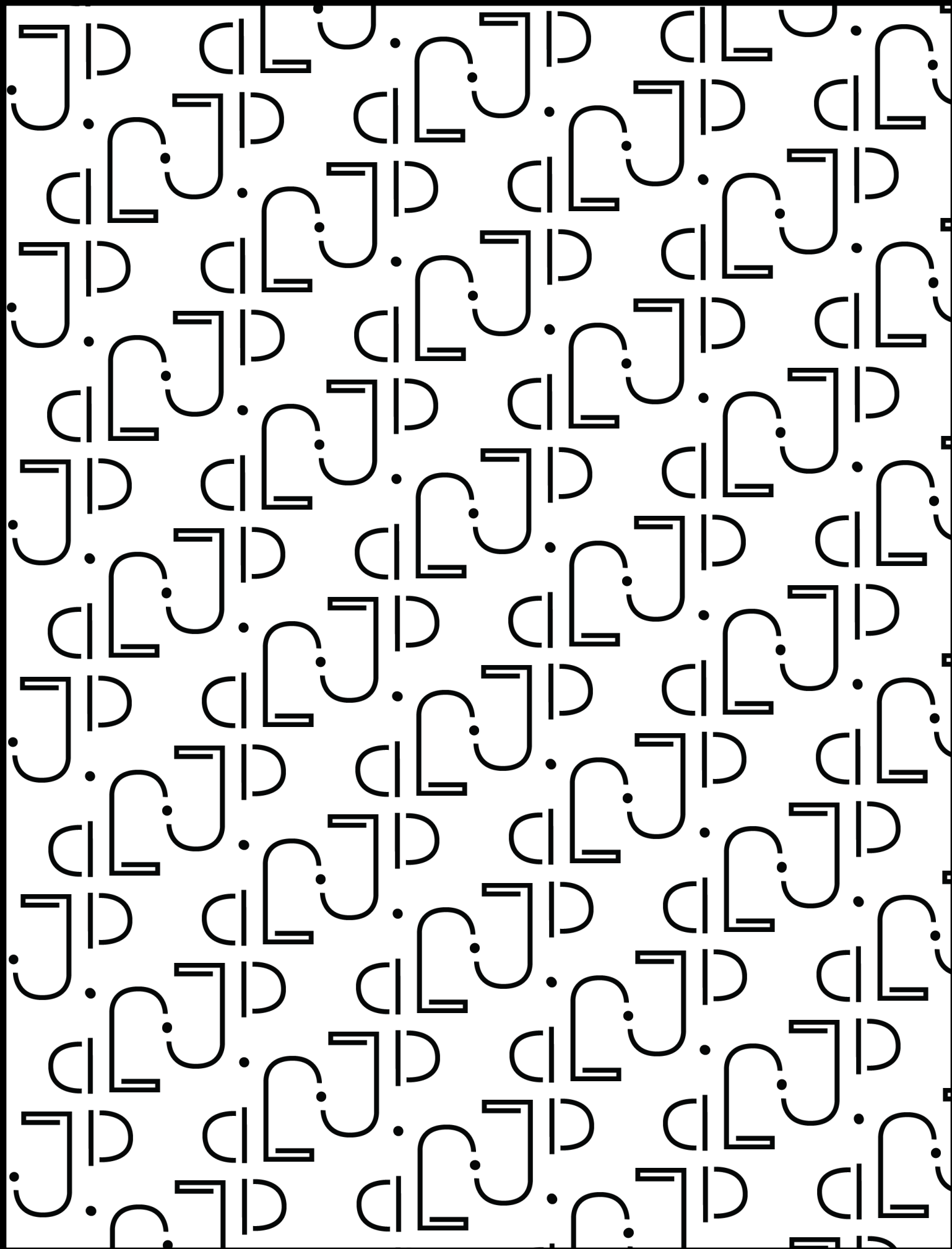
JACQUES

Jacques' sense of fashion is influenced by her opulent lifestyle, exclusivity, travel, education, and life experiences. While Jacques is covered in runway couture and holds an Oxford Degree, her inner kid still listens to the Notorious BIG and Green Day while smoking cigars on vacation in Nice.

Demographics

- ◇ Women
- ◇ Between 18 and 39
- ◇ Education: Planning, pursuing or pursued higher education in both traditional and non-tradition formats
- ◇ Residence: Major Cities
- ◇ Expanded Luxury Market:
 - ◇ Middle Class US\$35,000 TO US\$74,999
 - ◇ Near affluent US\$75,000 to US\$99,999
 - ◇ Affluent US\$100,000 to US\$149,999;
 - ◇ Super affluent US\$150,000 and above
- ◇ Body Type: Average, Tall, Short, Curvy, Straight, Athletic, Everywoman
- ◇ Plus Size ≠ Overweight







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