



**JULIANNA BASS**

THE BRAND





NEW YORK

BERLIN



SS-17

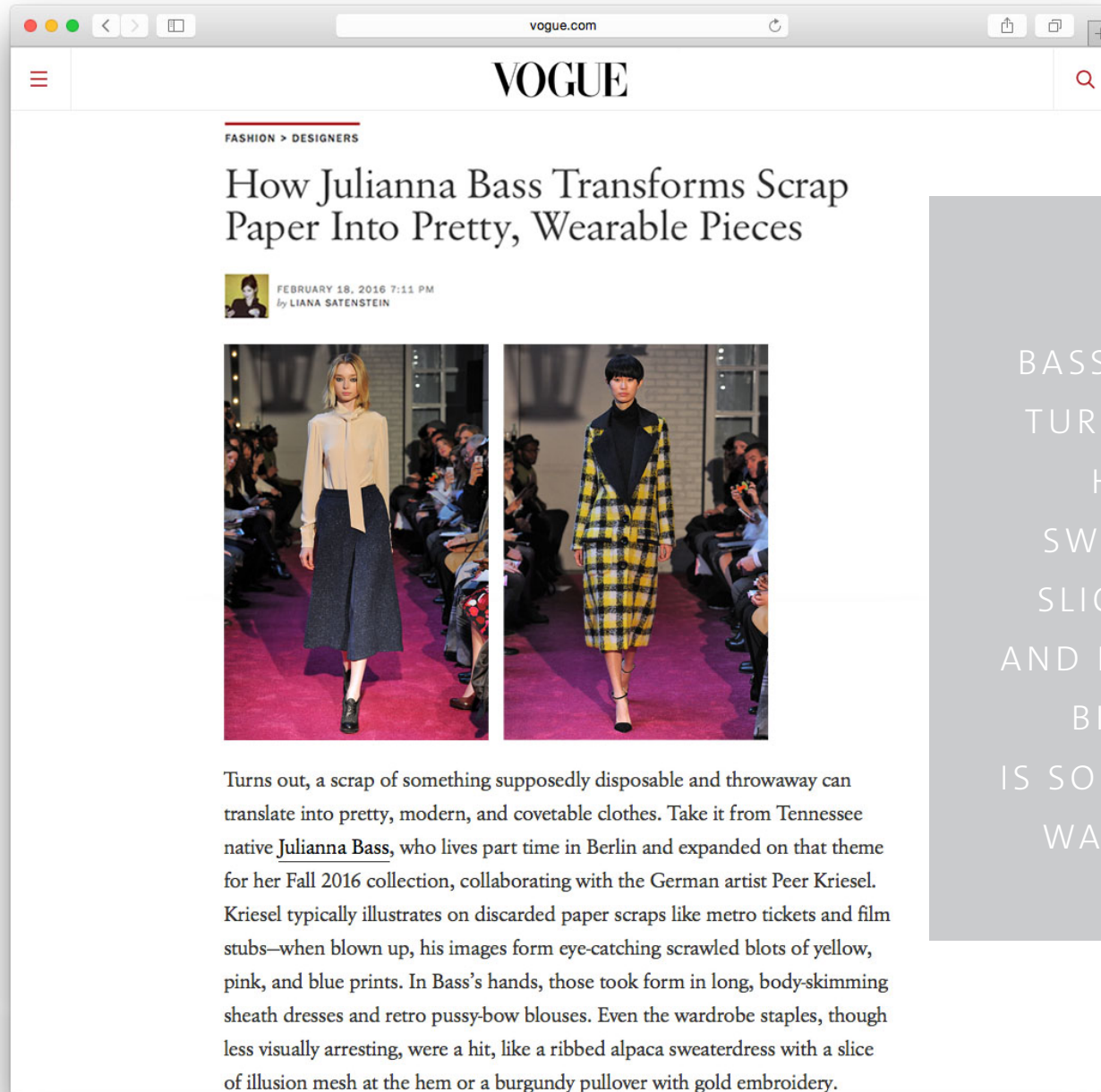


HIGHLIGHTS

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IN THE NEWS...  
2016 FASHION FEATURES

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“KEEP AN EYE ON  
BASS’S CASUAL-NUMBERS-  
TURNED-EVENINGWEAR...  
HER VERSION OF A  
SWEEPING SHIRTDRESS,  
SLICED INTO BURGUNDY  
AND FIRE ENGINE RED WITH  
BILLOWING SLEEVES,  
IS SOMETHING THAT YOU’LL  
WANT TO HANG ONTO.”



WORKING ON THE  
SS16 COLLECTION IN  
THE BERLIN ATELIER

“MY TIME IN BERLIN  
HAS GIVEN ME THIS  
INCREDIBLE MIX OF  
FREEDOM AND FOCUS.”  
SAYS BASS. “I’M ABLE  
TO DESIGN FROM MY  
AUTHENTIC SELF.”

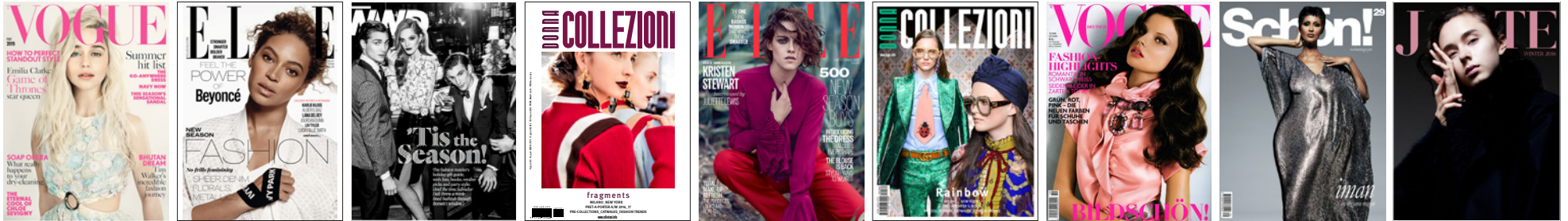
JULIANNA BASS

Julianna Bass is an American fashion designer who debuted her eponymous women’s collection with a runway presentation during AW15 New York Fashion Week. VOGUE stated “Bass’ designs speak to the woman who isn’t afraid to embrace classic style on her own terms”. Since the collection’s debut, Julianna Bass has received accolades from prominent U.S. and International publications including Vogue (Germany and U.S.), Women’s Wear Daily, and New York Magazine.

Bass studied fashion and costume design at the Fashion Institute of Technology in New York. She was awarded “Designer of the Year” upon graduation and went on to develop her skills while working at luxury brands Bill Blass, Elie Tahari, Eugenia Kim, and Marc Jacobs. These experiences combined with her education have provided Bass with a solid foundation and fundamental understanding of the business of fashion. Bass has been awarded placement in the Gen Art Style Awards two years in row and has executed several successful design collaborations, including the design of a print for Diet Coke that was sold in Target stores across the U.S.

In 2013, while on assignment in Berlin, Bass was so taken with the art and culture of the city that the following year she made the move from New York to Berlin, to further develop her creativity and design perspective. Today, she keeps offices in both cities.

## PRESS GLOBAL APPEAL





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PRESS  
INTERNATIONAL COVERAGE

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VOGUE

WWD

BAZAAR<sup>(Harper's)</sup>

marie claire

E L L E

Milk

The New York Times

Schön!  
BRAND OF THE GROUP OF THE NEW YORK TIMES

COLLEZIONI  
INTERNATIONAL FASHION MAGAZINES

COSMOPOLITAN

THE CUT

one

REFINERY29

NORD

NY  
FW  
NEW YORK  
FASHION WEEK  
THE SHOWS

Spring

VULKAN

THE SLCTD.

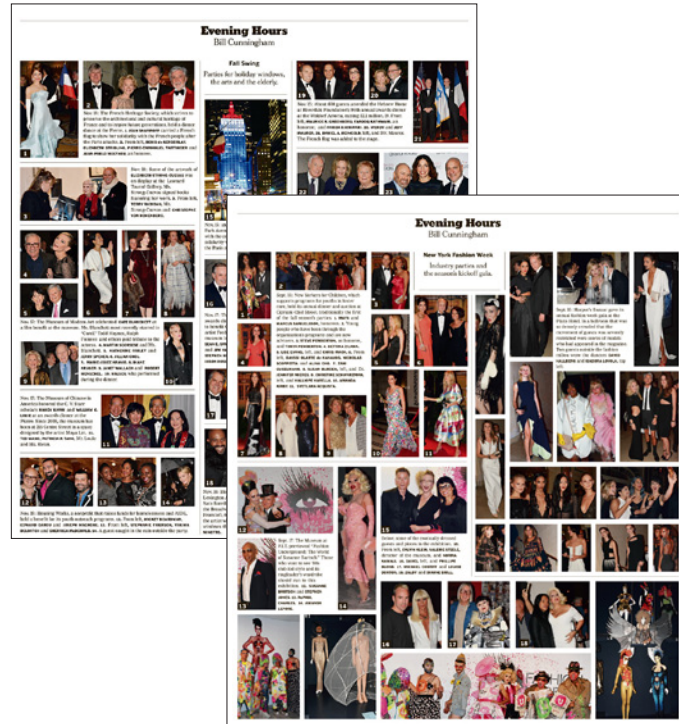


PIER59 STUDIOS

# PRESS AS SEEN ON...

## PEOPLE, PARTIES, & PERFORMANCES

Julianna Bass worn  
by influential figures at  
premier events including:  
*Harper's Bazaar*  
Carine Roitfeld ICON Party,  
The Late Show with  
Stephen Colbert, Museum of  
Modern Art Party honouring  
Cate Blanchett, the  
White House Holiday  
Event Party, The New York  
Stock Exchange, Julianna Bass  
Editors Dinner at Indochine  
& the Netflix Red Carpet  
Event, Buenos Aires.



ANJA LEUENBERGER & MARTIN GREGORY AT THE  
JULIANNA BASS EDITORS DINNER AT INDOCHINE;  
RIANNE TEN HAKEN AT THE HARPER'S BAZAAR  
CARINE ROITFELD ICON PARTY.

JILLIAN CHOI AND RIANNE  
TEN HAKEN PHOTOGRAPHED  
BY BILL CUNNINGHAM FOR  
*THE NEW YORK TIMES*.

JUDITH HILL PERFORMING  
ON THE LATE SHOW WITH  
STEPHEN COLBERT.



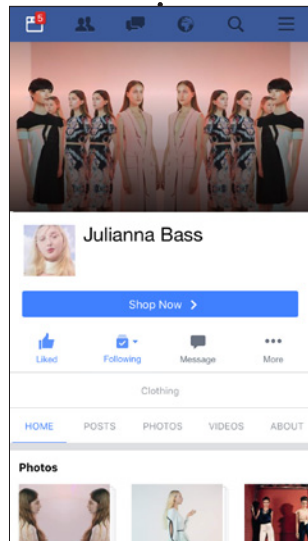
EVE AT THE NEW YORK STOCK EXCHANGE;  
JAMIE ALEXANDER AT NOMO SOHO, NYC.



# DIGITAL SOCIAL MEDIA

## ENGAGEMENT

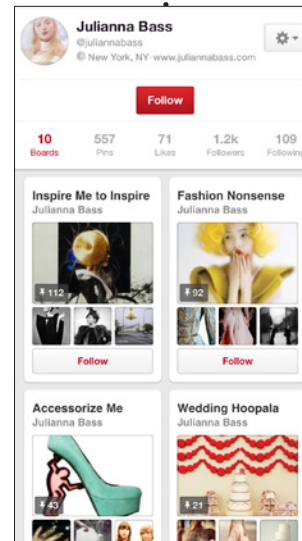
Varied and diverse content updated regularly  
across 4 social media channels



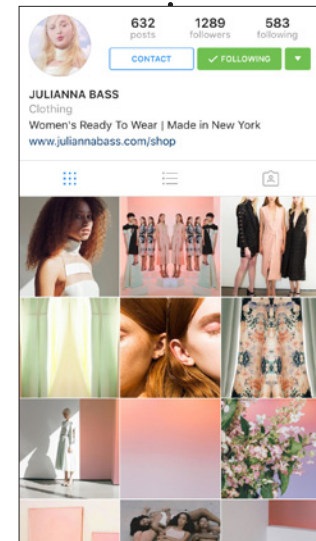
FACEBOOK



TWITTER



PINTEREST



INSTAGRAM

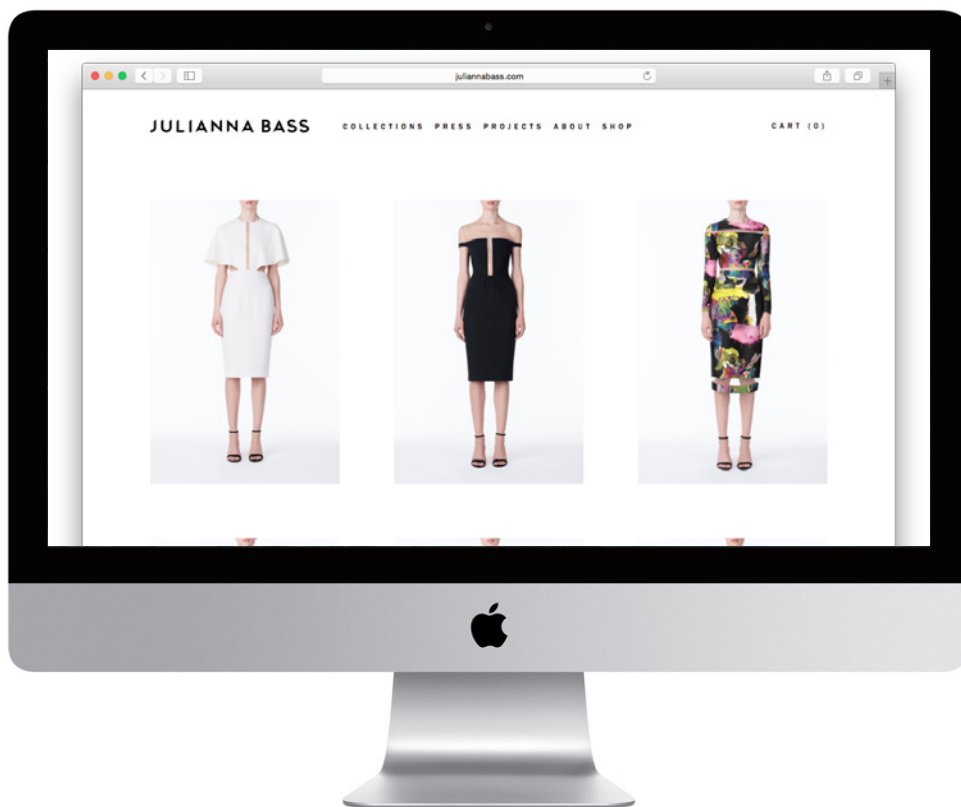
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# DIGITAL WEBSITE & E-COMMERCE

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JULIANNABASS.COM

Website available on all platforms anytime, anywhere with fully integrated e-commerce.



.....  
DESKTOP



.....  
MOBILE

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JULIANNA BASS



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## PROJECTS ARTIST COLLABORATIONS

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### SEASONAL PRINTS

Developed in collaboration with Berlin based contemporary art gallery Haute Presents, each season Julianna Bass introduces an original print.



SS16

MARCO MEIRAN



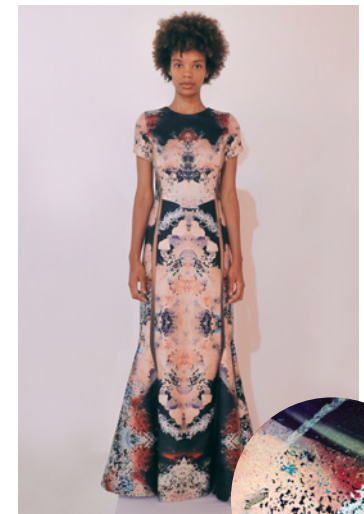
AW16

PEER KRIESEL



SS17

BLAZ KUTIN









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