

COMMERCE

## Tamara Mellon files for bankruptcy

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*Tamara Mellon LA Woman campaign*

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By STAFF REPORTS

Just two years after its conception, luxury apparel and accessories brand Tamara Mellon has filed for Chapter 11 bankruptcy protection from its creditors.

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The label's namesake designer, who previously co-founded Jimmy Choo, is one of the largest shareholders of the company, along with a number of investors. The filing, made on Dec. 2 in Delaware, includes plans for Ms. Mellon to exit Chapter 11 in 60 days or less, reorganize and form a new company.

### Reorganization plan

The company has assets between \$1 million and \$10 million, with 100 to 199 creditors it owes \$1 million to \$10 million. These include Hong Kong-based apparel producer Tak Fat Fashion, Italian shoemaker Calzaturificio Ilaria and photographers Sandbox Studios, according to [WWD](#).

Under the bankruptcy filing, which needs to be approved by the court, Ms. Mellon stated her intention is to exit Chapter 11 in at most 60 days and establish a second company, New TMB, which will inherit a number of trademarks and domain names from the previous company.



*Tamara Mellon at the brand's Southampton, NY pop-up*

At least within the 60 days, Tamara Mellon does not anticipate any layoffs. The label has a positive outlook on the reorganization ahead of it.

In a statement, Ms. Mellon said, "We will use this brief period of reorganization so we can position ourselves to take advantage of our new growth strategy and ensure the long term vibrancy of our brand. We expect that we will emerge from this stronger than ever in 60 days or less, and all of us at Tamara Mellon look forward to pursuing our passion long into the future."

Tamara Mellon was founded on the vision to change the way in which fashion is presented and consumed. Intending to disrupt the fashion calendar, the label has a buy now, wear now mentality, in which clothing is available in the appropriate season rather than months ahead.

This approach also enters the brand's marketing conceptualization, where new editorial spreads are created for each month's release on the ecommerce site ([see story](#)).