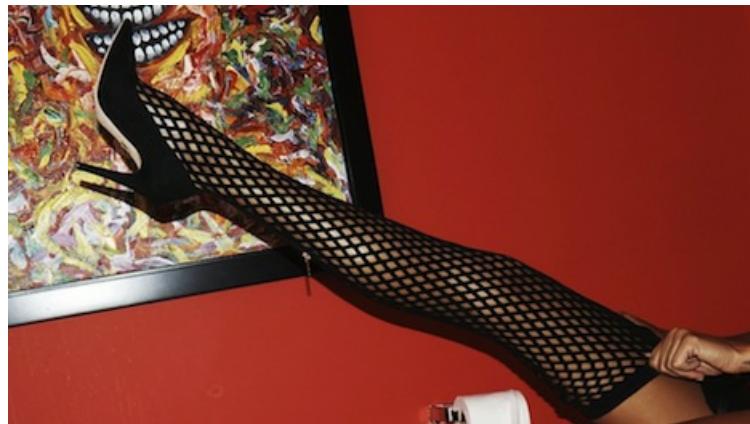


APPAREL AND ACCESSORIES

## Tamara Mellon makes comeback with bold revamp campaign

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*Image courtesy of Tamara Mellon*

By BRIELLE JAEKEL

Footwear label Tamara Mellon is finally reappearing on the scene with a major brand relaunch to initiate its comeback following bankruptcy.

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The brand is coming back after a brief hiatus and a file for chapter 11 bankruptcy, after what the label's eponymous founder described as being too ahead of the times. [Tamara Mellon](#)'s new campaign is focusing on affordability and ready-to-wear fashion for a trendy-yet-practical business model.

"[Tamara Mellon](#)'s relaunch strategy of offering high value at more affordable prices is challenging an old-world industry that previously afforded her huge success," said Jason Dorin, managing director at [Catch NY](#). "She will surely be rewarded by her loyal fans of past and earn a slew of new fans by positioning herself as a woman for women by bringing high quality, insider' knowledge and challenging the trade secrets' to the benefit of women."

"There are many others in fashion, luxury, finance, auto, even mattresses that now bring to the public what was only for the privileged few, making aspiration, what luxury does best, just a bit more within reach," he said. "Whether her loyal shopper of Jimmy Choo knew she went bankrupt or not, the fact she is admitting it openly, learning from it and using it to fuel her desire to take on the powers in the industry on behalf of women is an opportunity few people, even businesses have or take."

### Minor setback

Ms. Mellon continues to be the face of the fashion label and is making her comeback by owning up to her mistakes. A new campaign is being featured online, through email and on social media to let consumers know that the label is back but is here to stay.



*Image of the new campaign*

While fashion label Tamara Mellon was staging its comeback from bankruptcy filings earlier this year, the brand came under new leadership.

Following a \$12 million investment from New Enterprise Associates, the brand teased its return and was looking to fill key roles. Part of her quest to find "brilliant badasses" to help her rewrite the rulebook of luxury, Tamara Mellon hired Jill Layfield as CEO ([see story](#)).

A former co-founder of Jimmy Choo, Ms. Mellon hoped to launch her brand with an idea of providing ready-to-wear fashion for the affluent consumer, meaning customers would not have to wait to wear the highest fashion for another season but instead purchase relevant clothing right when needed. While the idea foreshadowed a trend that disrupted the fashion industry, it was too early and customers did not adapt.

With affordability being valued more than ever and ready-to-wear platforms gaining popularity, Ms. Mellon's idea has a place to grow. Now that the comeback campaign has fully launched under Ms. Layfield's direction, a letter has been posted to Tamara Mellon's Web site and shared on social media drafted by the designer herself.

The letter explains that while the namesake brand was reflective of her new-aged ideas, Ms. Mellon eventually fell back on traditional retail rules, in turn causing her downfall. Tamara Mellon's relaunch is now focusing on providing high quality footwear, but without the hiked prices.



*Tamara Mellon's online letter*

A series of eye-catching posts are being shared on social media to showcase product images and to make a bold comeback. For instance, one video features quick clips and flashes of risqué pictures for a shock-and-awe in an attempt to be different.

The comeback brand

Tamara Mellon originally received a ruling from the Delaware Bankruptcy Court after filing for Chapter 11 in December.

On Dec. 23, U.S. bankruptcy judge Kevin Gross ordered Tamara Mellon Brand to "obtain final post-petition financing and grant securities" to move the Chapter 11 processing along. The filing, made on Dec. 2 in Delaware, included plans for Ms. Mellon to exit Chapter 11 in 60 days or less, reorganize and form a new company ([see story](#)).

"One value of a strong brand can be to protect from mistakes which the Jimmy Choo brand has certainly benefited from, as there is little affect Tamara Mellon's mistakes have had on it," Mr. Dorin said. "However, her own brand has certainly been damaged, whether rightly or not, but regardless she is doing what good brands do admitting fault, taking what the brand (she) did best and using the lessons learned to challenge status quo in order to benefit the consumer."

"Ms. Mellon is not afraid to use her legacy, and neither should she be because it gives her instant credibility as seen by her celebrity endorsements, something she also knows how to use better than most to build a brand," he said. "But what is most interesting about her resurrection' is not just her position, but her timing, which is impeccable."

"She is cleverly doing this at the most perfect time in this country, probably in the last three decades, with Hillary Clinton's campaign breaking through and positioning herself as a woman for women displayed again most recently with Ms. Clinton's Mirror' campaign."

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