

APPAREL AND ACCESSORIES

St. John, Shonda Rhimes join forces for #OwnYourPower campaign

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Award-winning television creator, producer, author and CEO Shonda Rhimes lifts the brand's spring effort. Image credit: St. John

By LUXURY DAILY NEWS SERVICE

American womenswear company St. John Knits is tapping one of television's biggest names for a campaign with personal appeal.

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#OwnYourPower celebrates an empowered ethos that recognizes the label's role in empowering women to feel their best everyday through elegant, timeless and easy-to-wear pieces. Award-winning television creator, producer, author and CEO Shonda Rhimes lifts the brand's spring effort, starring in a new round of content.

"We believe Shonda represents St. John so well. As a loyal client she was an organic brand ambassador, and through her career she perfectly represents what all our clients do," said

Andy Lew, global CEO of **St. John**, in a statement.

"St. John is more than a fashion label, we are growing, supporting, and uniting a network of incredible women doing extraordinary things," he said. "Our clothes empower global audiences and Shonda does the same."

SUB

St. John, which has helped define American luxury since 1962, is leaning into a decades-long legacy of dressing the world's most esteemed women.

Aiming to celebrate a unique sisterhood of incredible women doing extraordinary things, the knitwear house has partnered with Ms. Rhimes for the launch of its spring 2023 collection.

A corresponding campaign from the Lanvin Group subsidiary ([see story](#)) kicks off today.

CAP

The Shondaland founder, mother and storyteller who has created such award-winning shows as Grey's Anatomy, Scandal, How to Get Away with Murder and Bridgerton, sports St. John selects in a series of campaign shots, plus a central video.

The first woman to create three hit shows with more than 100 episodes each, Ms. Rhimes embodies St. John's philosophy in her aptitude to gracefully navigate personal and professional demands in style.

As it turns out, the talent's natural preferences for St. John's picks sparked the organic connection, having initially selected a piece from the label on the cover of *TIME*, having worn a sweater from the line amid the magazine's pages.

The longtime fan of the brand is featured on a live landing page allowing site visitors to shop "Shonda's Looks," of which a _____, _____ and _____ are included.

"St John is a brand that I have worn and loved for years," said Ms. Rhimes, in a statement.

"It's rare to find clothes that are this comfortable and well-made," she said. "I can look professional while feeling relaxed enough to be creative.

"Discovering the motivation behind this partnership and the discussion around connection to women's empowerment was exciting, and made the choice to align with St. John a simple one for me."

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