

REBECCAMINKOFF



SHANE BAUM

REBECCA'S STORY



An industry leader in accessible luxury handbags, accessories, footwear and apparel, Rebecca Minkoff's playful and subtly edgy designs can be spotted around the world on young women and celebrities alike.

After developing an affinity for design while in the costume department in high school, Rebecca Minkoff moved to New York City at only 18 years old to pursue her dream of becoming a fashion designer.

In 2001, Rebecca designed a version of the "I Love New York" t-shirt as part of a five-piece capsule collection, which appeared on The Tonight Show and became an overnight sensation.

In 2005, Rebecca designed her first handbag, which she soon dubbed the "Morning After Bag," a.k.a. the "M.A.B." This iconic bag ignited Rebecca's career as a handbag designer and inspired her "downtown romantic"-themed designs in the years to come. Rebecca's success was further enhanced by the support of her brother and the company's CEO and co-founder, Uri Minkoff, who helped usher in and pioneer the company's industry-leading social media efforts.

After four years of designing statement-making handbags and accessories with her trademark leathers, studs and edgy hardware, Rebecca returned to her roots of apparel design and introduced her first ready-to-wear collection in 2009.

Today, Rebecca Minkoff has developed into a global lifestyle brand with a wide range of accessories, footwear, apparel, handbags and jewelry as well as men's leather goods under the label Ben Minkoff. The brand is distributed in over 900 stores worldwide, and on March 1, 2012, Rebecca opened her first free-standing boutique in Tokyo. In 2011, she won industry recognition when she was awarded the Breakthrough Designer Award from the Accessories Council. Rebecca is an active member of the CFDA and supports multiple philanthropies including Jessica Seinfeld's non-profit, Baby Buggy.

SHANE'S STORY



Born to choreographer mother and travel-obsessed salesman father, Shane Baum was raised with an appreciation for the arts and a serious case of cultural wanderlust. He traveled out west to study engineering and then headed south to the beaches of Southern California to call home.

In 2001, he struck a licensing deal with Paul Frank designing a range of eyewear for the brand, and Baumvision was officially born. Early on, Baum earned a reputation for being daring with risks that bucked conventional styling when it came to design and he's built Baumvision around a unique philosophy that favors creative satisfaction over immediate commercial success.

After acquiring a second licensee (Modern Amusement), Baumvision began thinking on a global level; launching Baumvision Europe in 2005 out of an extra room in a Berlin apartment. The headquarters since relocated to Vienna and has grown to over 30 staff and reps throughout Europe. Baum also increases his international status becoming head designer for Marc Jacobs and Louis Vuitton eyewear.

After 10 years of making frames and designing in the shadows, Baum decided to try his hand at creating his own brand. A zealous proponent of the leisure lifestyle, Baum has been dubbed a "culture vulture" because of an intense passion for the arts and luxury pastimes and "social club" environment making the most out of social pursuit. After an evening with Baum where he took friends to the opera, followed by a set from Kings of Convenience, a round of drinks at a dive bar and a near twilight jaunt at a casino where jackets are required - the Leisure Society name was born.

Leisure Society by Shane Baum is an American luxury company designed for those who truly enjoy life's greatest pleasures. Each piece has a timeless aesthetic constructed with the principle of heirloom design and quality, to create a product that will last forever.

Today, Baumvision is an eyewear design, manufacturing and distribution company whose clients include Paul Frank Industries, Modern Amusement, Shipley & Halmos, Kilsgaard and newest collaboration Rebecca Minkoff. Baumvision has exclusive European distribution partnerships with both MOSCOT and Barton Perreira.

BRAND OVERVIEW



DISTRIBUTION:

Rebecca Minkoff is distributed in over twenty countries and 500 points of sale worldwide including Saks Fifth Avenue, Nordstrom, Bloomingdales and Neiman Marcus.

PRODUCT OFFERING:

- Apparel
- Accessories
- Tech
- Small leather goods
- Sunglasses
- Handbags
- Footwear
- Jewelry

SOCIAL MEDIA:

Instagram	223,000
Facebook	289,098
Twitter	145,558
Youtube	717K views
Tumblr	4,900
Google +	257,571
Pinterest	42,939



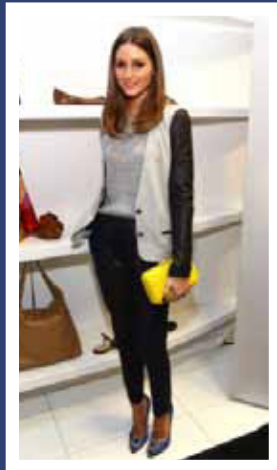




CELEBRITY



HALLE BERRY



OLIVIA PALERMO



KATHERINE HEIGL



FERGIE



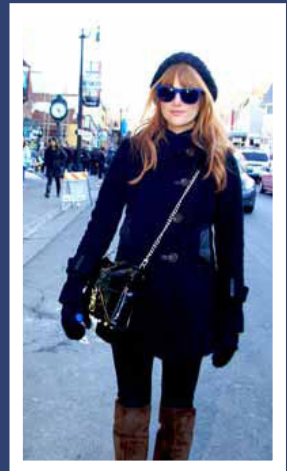
JESSICA ALBA



EMMA STONE



JENNIFER LAWRENCE



KEIRA KNIGHTLEY



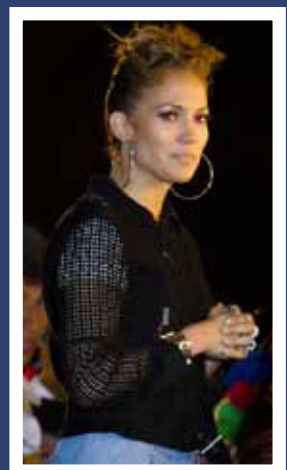
NIKKI REED



COCO ROCHA



BLAKE LIVELY



JENNIFER LOPEZ

Weekend Warrior: Hilary Rhoda Goes From the Beach to the City

August 27, 2012 1:00 PM by Hilary Rhoda

The hand can never execute anything higher than the heart can imagine.

Ralph Waldo Emerson

Discover love through the eyes of artists in a series of portraits. July and August on our main entrance at 97 Greene Street.



INSPIRATIONAL TREND City



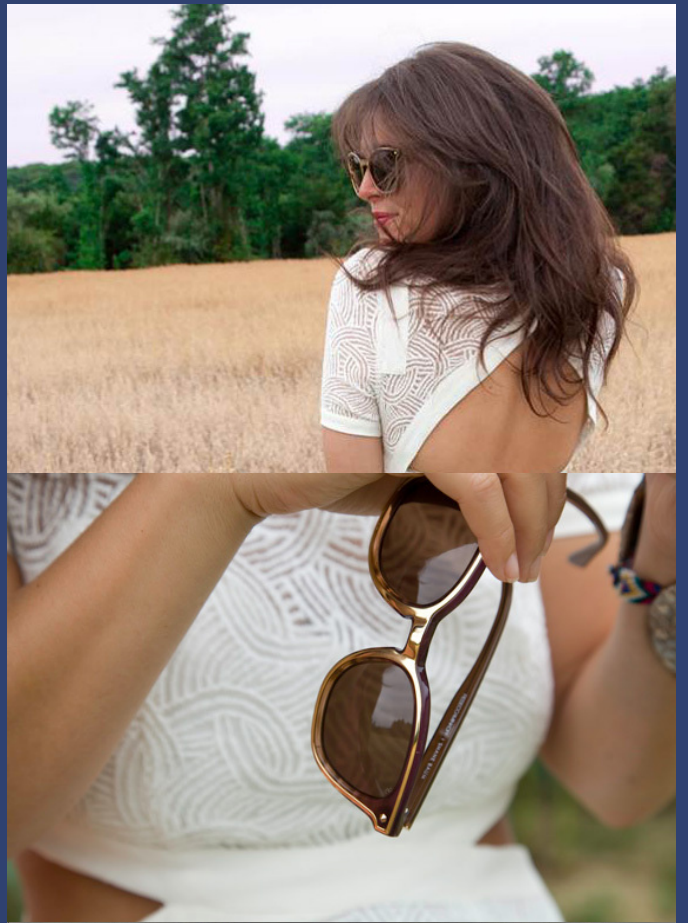


The Standard
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TRUNK SHOW

REBECCAMINKOFF • SHANE BAUM

MONDAY, SEPTEMBER 1st
1:00 - 5:00 PM

2nd Floor next to SPIN Standard
550 S. Flower St. #6021
Los Angeles, CA 90071
www.standardlifestyle.com



BAZAAR

Weekend Warrior: Hilary Rhoda Gets Sporty Chic

July 16, 2012 3:00 PM by Hilary Rhoda

Hilary Rhoda is a girl about town whose style is well worth chronicling. The model is taking notes on her weekend wares exclusively for *BAZAAR* this summer. Read her latest installment below and check back each week for the chic update.



Look 3: I decided to take my usual casual Sunday gets and spice it up with a little pop of color. American Apparel makes really versatile denim pencil skirts that I bought in a variety of colors. Yesterday, I wore my neon green version and kept the rest of the colors in my outfit muted. I wore a slouchy, gauzy American flag t-shirt from Brandy Melville that I love because it's got a cool, distressed look. I have a tendency to half-tuck all of my shirts into my shorts, skirts, etc., to make my outfits a little more casual and throw together, which has earned it nickname "The Rhoda Tuck." (Try it on your next outfit!) On the feet, I wore my gray canvas Pierre Hardy sandals with a gorgeous wooden wedge. Gray and brown are not normally two colors you'd expect to look good together, but it really works with these shoes! For me, Pierre Hardy shoes are like artwork — they really are beautiful to look at. I kept my eyes protected with Rebecca Minkoff shades. The gold outline on the frames of these sunglasses are so different and fun, I always get compliments when I wear them!



ACCESSORY REPORT

RETRO FRAMES

CLOCKWISE FROM TOP LEFT: STOCKHOLM STREET STYLE, JULIA SARR-JAMOIS, EUGENIE NATCHOS, FEARNE COTTON, RIHANNA, NICOLE RICHIE, RUNWAY, PRABAL GURUNG 5/5/12

REBECCA MINKOFF sunglasses, \$230

SABRE sunglasses, \$100

SELIMA OPTIQUE sunglasses, \$385

A.J. MORGAN sunglasses, \$20

splurge!

WEEK: "Cougar Town" star Busy Philipps

WHAT: Michelle Williams' best friend paired her printed summery dress with a tan quilted bag, gold-rimmed Rebecca Minkoff "Chelsea" sunglasses and a chunky watch. Philipps' laid-back accessories and brightly-colored outfit add up to the perfect look for a fun day of shopping. The light fabric and cross-body bag look effortless, which is exactly what you want in the summer heat.

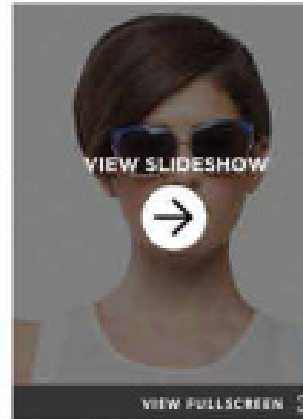
WHERE: In Beverly Hills on June 14th.



Rebecca Minkoff's Sunnies Are Here To Make Summer Rad

By Leila Britson

Rebecca Minkoff is an accessories queen. Or at least, she is our accessories queen, with a gift-next-door wearability and a high-design sense of glamour. Each of her bags, shoes, and gorgeous little pouches are bedecked with perfectly placed details without being overdone, meaning that Minkoff fans can score investment pieces that they can actually wear (imagine that!). (Unabashed plug: You can find loads of great R. Minkoff scores at half-off right now on Reserve!) So when the NYC-based designer decided to branch into eyewear, we imagined dramatic cat-eye frames, waylans with a feminine twist, and pops of color and plenty of hardware. And, of course, we were right.



So we got a sweet weekend treat when we heard the sunnies seen at her spring '12 show in September were shipping tomorrow — we felt it was high-time to remind ourselves just how delicately and fun eyewear can be. We've got our favorite picks of Rebecca Minkoff's new sunglasses right here, and they are to arrive into our waiting hands in stores, on ShopBop, and Pipeline in, like 24 hours. When was the last time you thought, "Hey, I own too many sunglasses?" Never? We thought so.

Photos: Courtesy of Rebecca Minkoff

Start Slideshow



Rebecca Minkoff Wivvry Sunglasses, \$150, available at Rebecca Minkoff.



Rebecca Minkoff Chelsea Sunglasses, \$150, available at Rebecca Minkoff.

STYLE.COM

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FASHION SHOWS PEOPLE + PARTIES NEWS TRENDS + SHOPPING ACCESSORIES BEAUTY VIDEO COMMUNITY MAGAZINE

win today: enter to win gianvito rossini boots, in the mood for spring sunglasses, and the fall 2012 accessories index

THE INSTANT GET enter to win these gianvito rossini bondage booties

trends + shopping in the mood for

back to tops in the mood for: SPRING SUNGLASSES

Stud Finder more info

PICK OF THE DAY 3.1 Phillip Lim Patch Detail BUY IT

REPLAY Juicy Couture SHOP NOW AVAILABLE

Follow us on Twitter April 12, 2012

stylelist.com The coral by Kim Walker's Spring show can be yours, for a limited time. [Go to event](#)



Rebecca Minkoff to Introduce New Categories

By RACHEL STEPIANSKI

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Pieces from the Rebecca Minkoff collection
Photo: By George Chinnes

LAUNCH SLIDE SHOW

NEW YORK — It all sprang from a little something called The Morning After Bag.

Six years later, Rebecca Minkoff is one of the fastest growing brands in the industry, forging





Deep

Flat sandals, how dull!
Eye-catching metallics
add some real sex appeal.

RALPH LAUREN
leather sandals, \$420
(ralphlauren.com)

3.1 PHILIP LIM
leather sandals, \$300,
at 3.1 Philip Lim,
N.Y.C. (212-314-1160)

REBECCA MINKOFF
leather sandals, \$125
(rebeccaminkoff.com)

TOD'S
python sandals,
\$825, at
TOD's stores.

FENDI
leather sandals,
\$360, at Fendi, N.Y.C.
(212-759-4044)

SIEGO DOLCINI
leather-and-brass
sandals, \$1,015, at Neiman
Marcus stores.



PHOTOGRAPHS BY SPENCER HIGGINS



ALOHA SPIRIT

Colorful, casual, and cool for the beach: These tropical-themed pieces pack a Hawaiian punch

1. **LOTION** (Ola Hawaii) After Sun Healing Balm, \$19; 2. **HAIR** (Pura) Replenish Hair Oil, \$4; 3. **DRESS** \$429, Rebecca Minkoff, rebeccaminkoff.com; 4. **BAG** (Kilares) \$180, Karen Walker, eyegoodies.com; 5. **CAMERA** (100) LomoChrome, lomography.com; 6. **TANK TOP** \$299, Teva; 7. **TRUNK** \$149, 3.1 Philip Lim; 8. **SHIRT** \$198, AG Adriano Goldsworthy; 9. **SHIRT** \$130, Bantu pilgrim surfshop.com; 10. **FRAGRANCE** (Sunny Days) by Dunya von Furstenberg, \$55; 11. **SWIMSUIT** (Pouches) Jodie, \$115, Tory Burch; 12. **SANDALS** \$100 each, Henda & Neila; 13. **SANDALS** \$40, Sam Edelman for American Eagle Outfitters; 14. **SANDALS** \$40, Sam Edelman for American Eagle Outfitters; 15. **SANDALS** \$40, Sam Edelman for American Eagle Outfitters; 16. **SANDALS** \$40, Sam Edelman for American Eagle Outfitters; 17. **SANDALS** \$40, Sam Edelman for American Eagle Outfitters; 18. **SANDALS** \$40, Sam Edelman for American Eagle Outfitters; 19. **SANDALS** \$40, Sam Edelman for American Eagle Outfitters; 20. **SANDALS** \$40, Sam Edelman for American Eagle Outfitters.



Rebecca Minkoff, \$525,
Saks Fifth Avenue

Q: Is there a hot color combo this season?
A: "Oxblood and black. Pinstriped oxblood pants with a black leather jacket is extra fierce."

Q: What's the new 'it' bag?
A: "Convertible, like my Edie Lee Satchel that's both a cross-body bag and a purse."

Rebecca Minkoff, \$398,
Saks Fifth Avenue

INTERVIEW

Rebecca Minkoff

What-to-wear tips from a designer whose fierce, feminine vibe is especially Cosmoworthy



Q: What's the one spring item that's totally worth it?
A: "Leather skinnies. Zippers add a rocker-girl edge."

H&M, \$128,
hm.com



Q: Name the one style that's totally new.
A: "Something embellished. Wear it with a neutral so you don't overdo it."

Q: What about a fun, trendy item that's not too expensive?
A: "A big, slouchy knit, use it up with a fitted mini and flat shoes."



BEAUTY BONUS
Rebecca's main must-haves: Tresemme Fresh



IT'S IN THE BAG

From the perfect carryall tote to the most stylish sunnies, we've got your vacation wardrobe covered from head to toe.

1. **SHIRT** (H&M) \$128, hm.com; 2. **SHIRT** (H&M) \$128, hm.com; 3. **SHIRT** (H&M) \$128, hm.com; 4. **SHIRT** (H&M) \$128, hm.com; 5. **SHIRT** (H&M) \$128, hm.com; 6. **SHIRT** (H&M) \$128, hm.com; 7. **SHIRT** (H&M) \$128, hm.com; 8. **SHIRT** (H&M) \$128, hm.com; 9. **SHIRT** (H&M) \$128, hm.com; 10. **SHIRT** (H&M) \$128, hm.com; 11. **SHIRT** (H&M) \$128, hm.com; 12. **SHIRT** (H&M) \$128, hm.com; 13. **SHIRT** (H&M) \$128, hm.com; 14. **SHIRT** (H&M) \$128, hm.com; 15. **SHIRT** (H&M) \$128, hm.com; 16. **SHIRT** (H&M) \$128, hm.com; 17. **SHIRT** (H&M) \$128, hm.com; 18. **SHIRT** (H&M) \$128, hm.com; 19. **SHIRT** (H&M) \$128, hm.com; 20. **SHIRT** (H&M) \$128, hm.com.



The high-ceilinged living room, dubbed Luca's Lounge because Rebecca and Gavin's 3-month-old baby boy says in the playroom, is made cozy with West Elm pillows and a floral rug from Madeline Westcott. Framed photos (below) from the couple's travels grace the walls.



Since the couple's son, Luca, was born four months ago, the casual living room—decorated with a Madeline Westcott rug, vintage lamps and colorful pillows from West Elm—has turned into what they call Luca's Lounge, with baby toys strewn across the floor.

When Rebecca, 31, and Gavin, 34, moved in three years ago, the walls were covered in silver paint and the only piece of furniture in the living room was a stripper pole.

They've since removed the pole (their dinner parties don't get that wild, apparently) and converted the space into a comfortable home that fits the lifestyle of a young couple who doesn't delineate between work and home life. (Rebecca's staff often toils at her kitchen bar, and Gavin edits videos from his makeshift office nearby.)

The couple met in 2006 at a party in Los Angeles. Gavin was seeing someone casually but agreed to meet Rebecca for a platonic coffee date.

"I'm seeing someone," he told her. "Let me know how that turns out," she countered boldly, handing over her cell number. Two days later, that "someone" no longer existed and the two started a bisexual relationship.

Gavin, a Seattle native, eventually relocated to Manhattan to be with Rebecca, a rising star in the fashion world, and the couple married in Tuscany in 2009.

The creative pair's DIY aesthetic shows up all over their home. The walls and ceilings are covered with prints purchased from Paris street vendors. Gavin's vintage guitar collection, a framed instruction from their wedding (made with a rubber stamp they designed) and a stenciled "I Love You" that Gavin painted on the ceiling ("my advice to guys in the doghouse," he says).

The only (and glaring) downside to their apartment is its total lack of closet space. The fashionista owns about 100 pairs of shoes, including Loeffler Randall boots and Dolce & Gabbana heels, and she keeps them neatly displayed on top of her white IKEA wardrobes. "I have a problem," she admits sheepishly of her footwear addiction. Gavin cheekily pokes fun at her for having eight pairs of taupe-colored booties. "She's buying two more pairs tomorrow," he jokes.

Rebecca's shelves weren't always bursting with Jimmy Choo and Louboutin, much less snake skin wedges with her

PHOTOGRAPH BY STEVE GRANITZ FOR PEOPLE



Operates in their bedroom (right), Rebecca rents her rock pugna from Les Fratelles in Paris as a snug rug she's had "forever." The open shelves (below) feature a long resume where Rebecca's still wants to manage her favorite website and friends gather for frequent dinner parties.

GLR

own name on them. When she was first starting out in 2000, at 20 years old, the ambitious designer sunk all her money into her fledgling clothing line. Within four years she was bankrupt and couldn't pay her rent. When the eviction notice showed up on the door of her shared apartment on 18th Street and 2nd Avenue, she called her father and told him she was closing shop and enrolling in bartending school.

"My dad said, 'Absolutely not,'" she recalls, now laughing at his hard-line stance that she finish what she started. "He told me to call my brother, [an entrepreneur] who could help me on the business side of things."

Five years later, with her brother Uri serving as CFO, Rebecca's Morning After bag arrived on the scene. The large leather satchel became a sensation with celebrities, photographed on the lithe arms of stars like Jessica Alba, Lindsay Lohan, Michelle Trachtenberg and Agyness Deyn, the new face of Rebecca's ad campaign.

"The bag became a phenomenon," says Rebecca of the \$55 satchel that's made her name a brand. "It changed everything. We stopped the clothing and focused on the bags." She relaunched the clothing line in 2009 and now shows at New York Fashion Week each season, but she's still best known for her sturdy totes, which boast punchy colors and hardware details but no flashy logos.

Now even baby Luca has become part of the Rebecca Minkoff line: He has a bag named after him. "When he was born I didn't want to carry



A vintage guitar from 1947, which Rebecca bought Gavin for his birthday, hangs on the wall alongside the original orange (right). Photos by Johnathan Kelly; design: Joe Berlingo/Style. The Morning After bag (see Spring 2011, page 10) is the designer's signature.

"I designed a nylon pouch, the Luca, to fit in any of your favorite handbags."

With about 60 employees working for her company, Rebecca says her career goal is to become a lifestyle brand, modeling herself after Donna Karan. The first

Rebecca Minkoff store in Japan will open this month, and last fall she launched her first line of sunglasses.

"Hopefully 10 years from now, there will be Rebecca Minkoff bed sheets, there will be paint," she says matter-of-factly.

As for her personal style, Rebecca never leaves the house without one of her own bags, but favors designers like Isabel Marant, Alexander Wang and Helmut Lang for clothes.

The couple, who spend their downtime hosting dinner parties and frequenting neighborhood eateries like La Colombe, The Smile and Mercat, say that even though they're West Coast natives, they consider themselves New Yorkers for life.

"I think we're here for good," says Rebecca. "We just can't figure out where else we would



"The bag became a phenomenon. It changed."

WATCH
MISTY LIPS
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SPRING FASHION SPECIAL!
576 Amazing New Looks for Every Body & Budget!
5 Stylish Places That Work on Everyone—Really!
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Stella McCartney
Acetate round frame sunglasses, \$225, stellamaccthey.com

Given Stefani
DESIGNER SUNGLASSES
Given gave a simple cut fit a trendy twist with these dark green shades!

standout ring to wear with a geometric-print dress.

Eye Cream
"My eyes look fresh, even after 18 hours of work!"
Christine Ricci
Le Mieux Eye Winkle Corrector, \$45, lemlieuxcosmetics.com

Rebecca Minkoff
Bobby Jackie in silk, \$226, shoprebeccaminkoff.com

Kate Moss
RED BLAZER
Kate amp'd up a casual pants look with this bright jacket.

BARELY THERE LIPSTICK
"My favorite! I love sheer, unfussy lip colors."
Maggie Grace
Kah Gen Do Mahonah Lipstick in PK24 Fresh Pink, \$55, kahgendocosmetics.com

CH Carolina Herrera
"Matryoshka" leather bag, 14" H x 10" W x 5" D, \$640, 212-744-2076

LEATHER CARRYALL
Kate completed a sleek all-black ensemble with this tote.

Heartloom
"And Drea" in silk, \$185, heartloom.com

Jessica Alba
CHARM BRACELET
Jessica has this bracelet—the beads charm is believed to protect its wearer.

Lola James Jewelry
Pign Five sunstone bead bracelet with gold plate henna charm and cubic zirconium detail, \$125, lolajamesjewelry.com

PRINTED SILK DRESS
Olivia paired it with a classic denim jacket.

Olivia Munn

Rebecca Minkoff
Collection Thiney hot, harem and my bag, 17 1/2" x 12" x 11", \$220, shoprebeccaminkoff.com

DESIGNER pick!

great buy

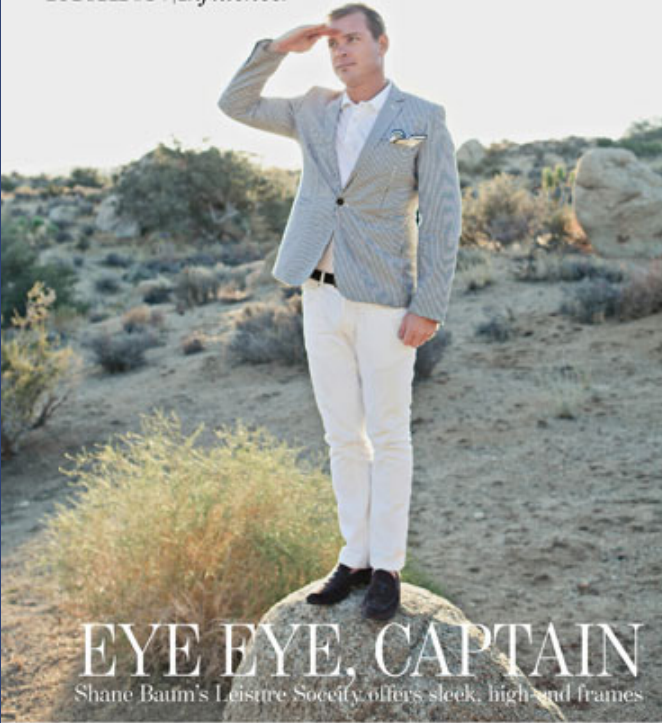
Smart Level
"La Condesa" Clash Intense leather, 15 1/2" x 12" x 11", \$149, francesca.com

oxfords get updated with glossy patent leather

DV by Dolce Vita
"Thru" jasper leather oxfords, \$75, dolcevita.com

Joan & David
"Vase Boots" in leather, \$200, 800-999-1877 for stores

"This modern take on MENSWEAR is so sleek. I like the way the darker palette and clean lines add instant sophistication to a look." —SUSAN KAUFMAN, editor



EYE EYE, CAPTAIN

Shane Baum's Leisure Society offers sleek, high-end frames



After seeing a void in the luxury marketplace for eyewear, Shane Baum set his sights on a luxurious team of Leisure Society labels. He chose a pair of frames for both materials, 12 to 18 in inserts, the A-listers with Grant spotted with designer shared and thought it on a line that where

we just slapped our names on the temples of eyewear. We really locked ourselves in a room together for days on end and drew the frames," he says. The hard work paid off: the duo presented a collection of thirteen frames in twelve colors ranging from bold blues, to bright reds to green camouflage. When asked if they will work together again in the future, Baum tells us that while he has in fact, just renewed his agreement with Minkoff, fans can look forward to more collaborations: "There are some exciting ones in the works, but nothing I can reveal just yet," he says. So what can this visionary tell us about what's in store? "The future holds promising opportunities internationally, with a recent success in Japan. The sky is the limit and I look forward to what is to come with Leisure Society and the other brands I contribute to." With offices in the U.S. and Vienna, and selling points worldwide, expect to hear a lot more of Baum in the future. ■



LEISURE SOCIETY
NEPTUNE IN BONE AND GOLD



LEISURE SOCIETY
BRIGHTON IN TORTOISE AND GOLD



REBECCA MINKOFF COLLABORATION
CORNELIA IN BLUE AND SILVER



REBECCA MINKOFF COLLABORATION
CORNELIA IN RED AND SILVER



REBECCA MINKOFF COLLABORATION
CHELSEA IN TORTOISE AND GOLD



LEISURE SOCIETY
CORNELL IN BONE AND SILVER



LEISURE SOCIETY
SANTORINI IN BONE AND GOLD



FESTIVAL STYLE

THE COACHELLA EDITION

FIND YOUR PERFECT LOOK TO SOAK UP SOME RAYS - AND YOUR FAVORITE TUNES.



DESERT DARLING

A BREEZY DRESS IS THE PERFECT COMPLEMENT TO A FESTIVAL WEEKEND.



EASY DOES IT

KEEP IT SIMPLE IN SUMMERY SHORTS AND A COLORFUL CROSS-BODY.



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BALANCE OUT LEATHER SHORTS WITH A FEMINE FLORAL.



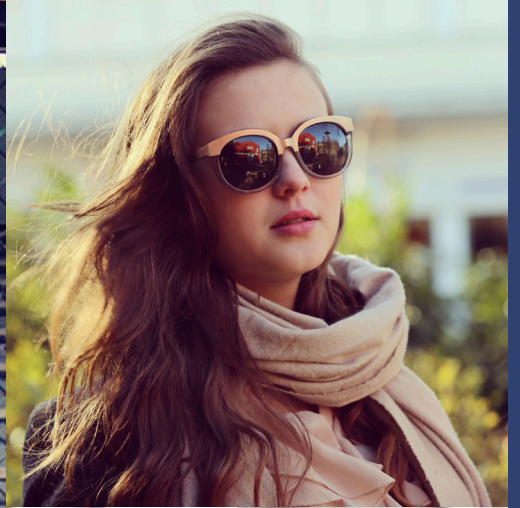
COOL.

AND SO ARE OUR MOTHER'S DAY GIFT PICKS

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FROM PERFECTLY-SIZED POUCHES TO ROOMY TOTES, THESE LITTLE SOMETHINGS ARE THE COOLEST WAYS TO SAY I LOVE YOU, MOM.



ANINE BING LEATHER JACKET,
LOVERS & FRIENDS DRESS AND
REBECCA MINKÖFF SUNGLASSES



Biker GIRL

PHOTOGRAPHY BY TEMOC GONZALEZ

REBECCAMINKOFF ✦ SHANE BAUM