

PLUM PRETTY SUGAR

Brand Book 2021





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About The Brand



Modern + Feminine

Plum Pretty Sugar is recognizable for its West Coast style, modern and feminine prints as well as its laid back, fresh and confident style. Founded by Charlotte Hale in 2009, Plum Pretty Sugar is a concept leader, category creator and a trend influencer.



Social Media

Instagram

153,000+ followers

Pinterest

460,000+ followers

3.1m monthly viewers

156.3k monthly engaged

Facebook

105,000+ followers

Twitter

9800+ followers





Brand Appeal

Demographic

Millennial female

Gen Y female

Gen X female

Gen Z female

Global

Universal brand appeal

International base: Canada, Australia, New Zealand, UK, Europe, Singapore

Enduring

13 years of business +exponential growth

Timeless, evergreen and relevant style

Consistent and impactful

Supported

Engaged, organic +loyal social media following

Consistent press and influencer results

Strong direct to consumer business

Desirable retail brick and mortar store

A leader, Charlotte Hale

Charlotte founded Plum Pretty Sugar in 2009 taking inspiration from a West Coast style and backdrop of easy living chic.

From Southern California (by way of the UK), Charlotte is the kind of girl who takes everything in and can whip out on-point thinking in the form of print, apparel and accessories at a moments notice.

Charlotte is the originator and pioneer of the now global multi-million dollar bridal 'getting ready' category and her brand, Plum Pretty Sugar holds steadfast as its leader. Her innovative and against the grain thinking has created a product mix and visual identity well-known for it's effortless, fresh and feminine lifestyle.

Charlotte holds several advanced degrees in Business, Communication and separately, a degree in Fashion. She is an experienced entrepreneur in both luxury beauty and consumer product industries having both founded and developed several companies and brands prior to Plum Pretty Sugar.

@CharlotteJayneHale

@PlumPrettySugar



Category Potential



Trend-forward, fresh aesthetic to capitalize on consumer trends

Strong sell through at retail

Highly giftable for all celebrations

Versatile prints support seamless collaborations

Strong and returning client base

Retail Distribution

ANTHROPOLOGIE

BHLDN

NORDSTROM

amazon



T.J. maxx®

Marshalls®

HomeGoods®



Licensee Resources

Over 200 prints

Ongoing development of product and print

A development partner (if/as needed)

Product mockups as needed

A database of stunning photography

A fresh, inclusive approach that builds from one launch to the next.





Categories Available for Licensing

Health and Beauty

Tabletop

Gifts

Furniture

Gardening Accessories



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