

BOUFFANTS & BROKEN HEARTS.®

SURFACE DESIGN & ILLUSTRATION BY KENDRA DANDY



BOUFFANTS & BROKEN HEARTS

Kendra Dandy's Bouffants and Broken Hearts is a lifestyle brand that represents individuality, self-expression, and fun. Nothing about the brand, or the art, is conventional– the mix of patterns, colors, and subjects is original; designs are loud and unapologetic, and everyday life is reinterpreted in amusing ways. Each illustration provokes a conversation and tells a story; from seductively winking fries or leopards strutting in bright red pumps, it stimulates the imagination and takes the audience on a fun, whimsical adventure.

BRAND DNA

Playful

Bold

Fun

Unexpected

On-Trend

Colorful

Authentic



BRAND HIGHLIGHTS

COLLABORATIONS

Vans
Anthropologie
Keds
Nike
Coach
Kate Spade
Bobbi Brown

AWARDS

LIMA 2018 Best
Retailer Marketing
Campaign/Cotton:On
BODY x Bouffants &
Broken Hearts

TOP PRESS

Teen Vogue
Seventeen
Marie Claire
The New York Times
Cosmopolitan

SOCIAL MEDIA

50,000+ loyal
& engaged fans on
Instagram and Tumblr



MEET THE ARTIST



Kendra Dandy is a beloved independent artist and influencer, born and raised in Philadelphia. Her love of art and fashion started when she was very young.

“I was the kid with a giant tub of markers and crayons, the one doodling in class with gel pens. A life-long addiction!”



Fiercely independent, Kendra never settled for a conventional job, always wanting to be her own boss. After earning her degree in Media Arts and Design, she discovered that surface design combined her love for illustration and fashion, and enabled her to create brilliant and exciting new patterns.



“I am independent and enjoy working on my own, and doing what I like with my own point of view.”

When she found out that she could make a living this way, she knew it was what she wanted to do. Kendra created her now much-adored brand Bouffants & Broken Hearts in 2012, and in 2015 she fearlessly made the big leap to turn her art into a full-time career.

Through her art, Kendra wants to encourage people to add some fun and color to their lives, and never be afraid to be authentic, bold or fearless in their choices.



PUBLICITY & PRESS

POPSUGAR.

34 Talented Black Artists You Should Be Following on Instagram

marieclaire

TALGIC
HOES.



cosmopolitan

NYLON



blog > fashion > vans teams up with kendra dandy for an art-pop inspired collaboration



theguardian

Life and style
Most wanted



The New York Times

How to Wear Spring's New Lip Glosses Without Looking Like a Tweenie

Remember those early '90s lip glosses? They're back in a big way.



FEATURED BY

Teen Vogue	Seventeen	Cosmopolitan
Marie Claire	Adweek	Nickelodeon
The New York Times	Nylon	Bustle
Cosmopolitan	The Guardian	HuffPost
	Story	POPSUGAR

Taylor Swift Stars in Global Rebrand for Keds: 'Ladies First Since 1916' kbs+ celebrates today's trailblazing women By Tim Nudd

July 21, 2015, 8:33 AM EDT



BRAND POWER



IMPACTFUL AESTHETIC



SUPPORTS DIVERSITY



PROVEN SUCCESS

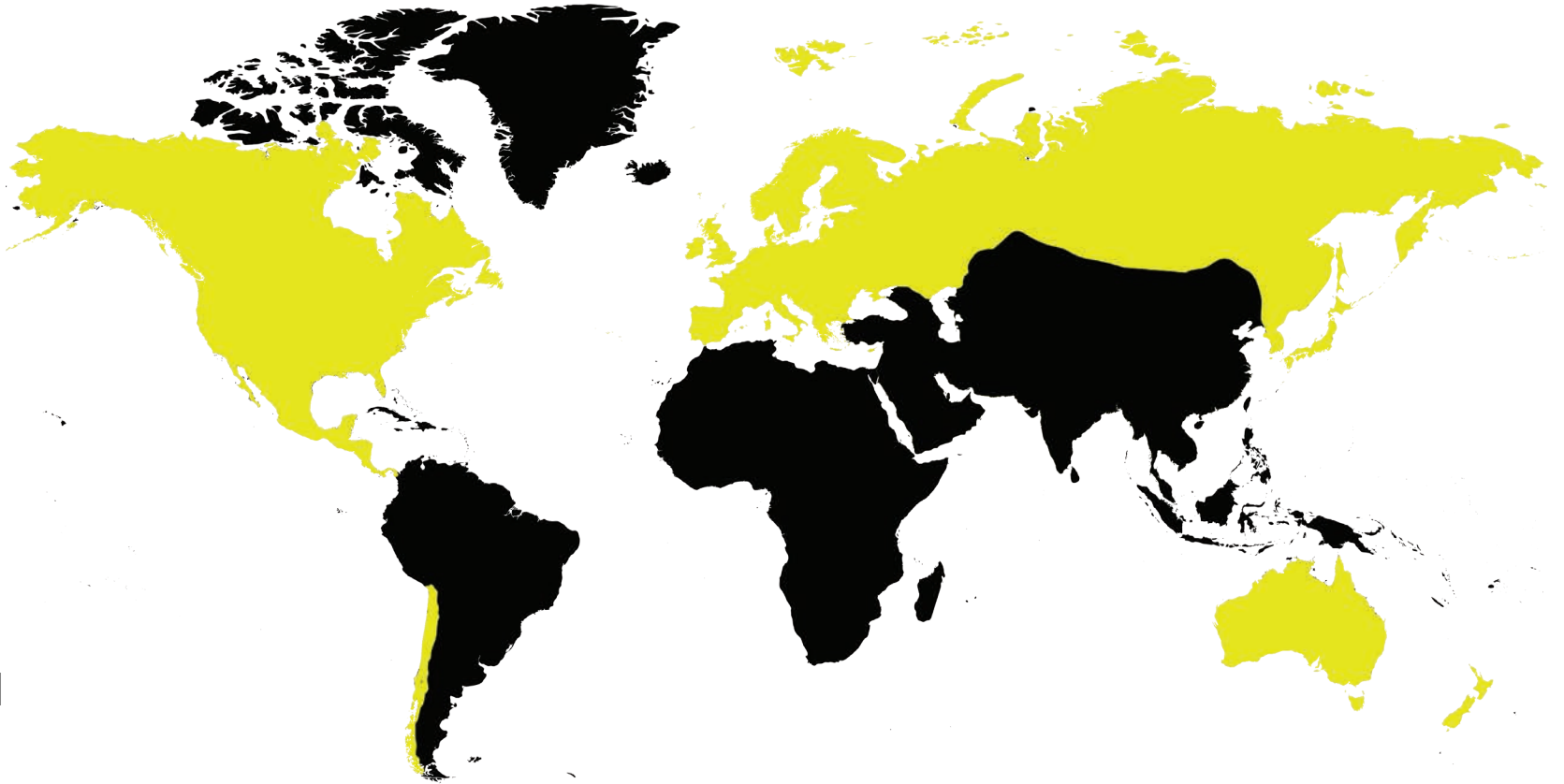


- **KENDRA'S DESIGNS SELL**
Sales performance and consumer response to the brand for high profile collaborations has been extraordinary.
- **EXCLUSIVE PRODUCT OFFERING**
Differentiated, sought-after products with big personality that captivate Millennial and Gen Z audiences.
- **TREND LEADER**
Fashion-forward designs have a finger on the pulse of what guests seek and offer a brand that they love.
- **CROSS-CATEGORY EXPANSION**
Versatile designs seamlessly promote collaboration across multiple product categories in a refreshing way that keeps customers coming back.
- **SUPPORTS INDEPENDENT ARTISTS**
A meaningful purchase that supports an independent Black artist and female entrepreneur.

GLOBAL FOOTPRINT

Bouffants & Broken Hearts has successfully partnered with countries around the world, including:

USA
Canada
Chile
UK
France
Italy
Benelux
Russia
Poland
Australia
New Zealand
Korea
Japan

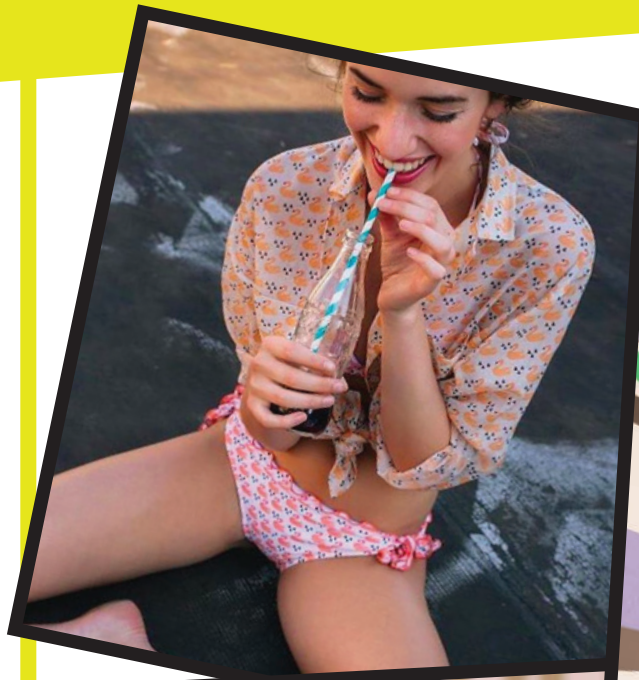


GLOBAL PARTNERS

- Start Licensing - UK
- MJA Licensing - France
- License Connection - Benelux
- Black Mint - Australia & New Zealand
- Itochu Fashion Systems - Japan
- Asiana Licensing - Korea
- Zenulla, Inc. - China
- Exim Mexico - Mexico & Chile
- Lotus Global - Central America & adjacent territories



COLLABORATIONS



VANS



COTTON:ON



kate spade ♠ NEW YORK



ESTÉE LAUDER



Keds®



Mercci Boutique NO.22



COACH



SEPHORA



7321 DESIGN



IVORY ELLA



ANTHROPOLOGIE



ROCK YOUR BABY



VADOBAG



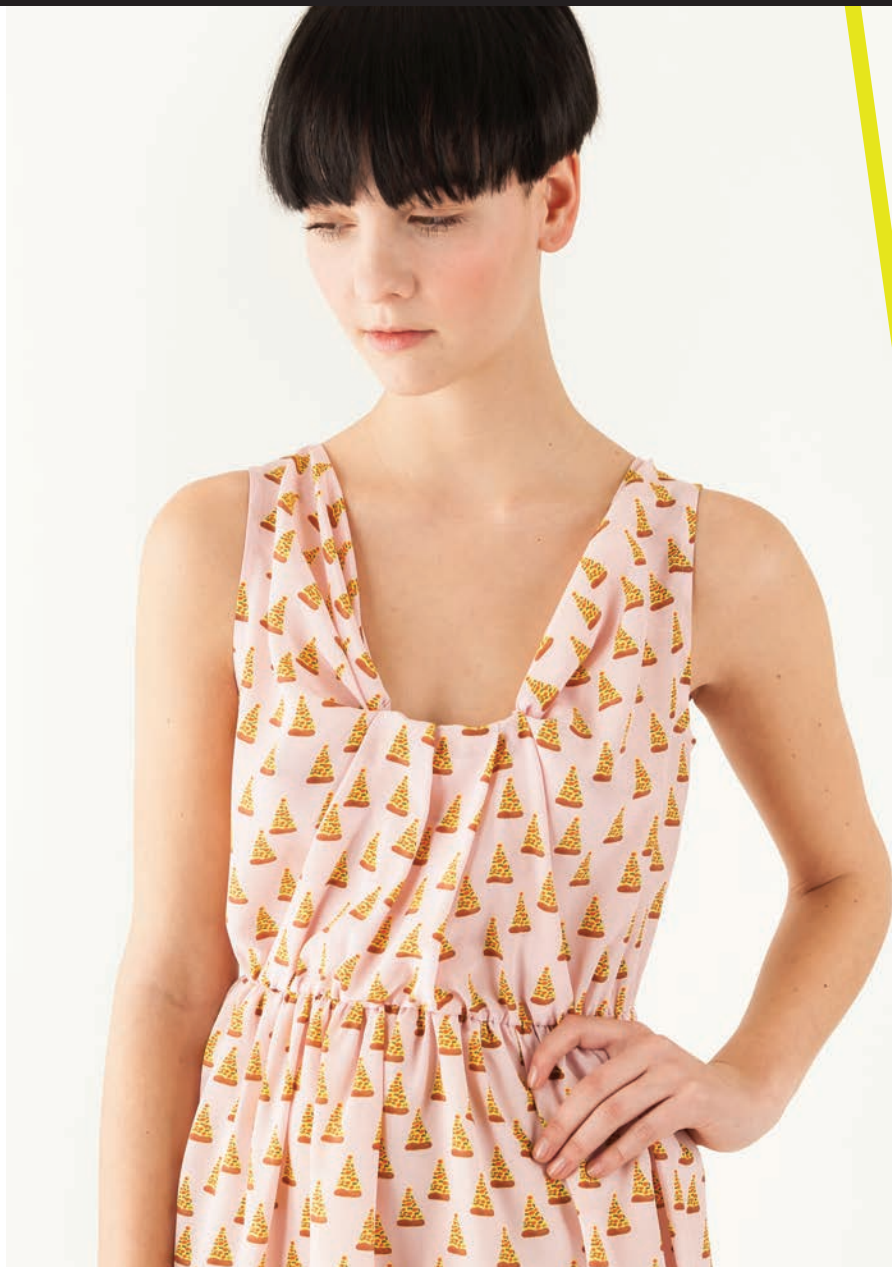
Surface View®



STATIONERY TEAM



LAZZARI



HALINA
MADE WITH LOVE



albi



SKINFOOD

since 1957







GET IN TOUCH

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