



Jessica Simpson and Tina Simpson regain complete ownership of The Jessica Simpson Collection and Lifestyle Brand

December 8, 2021 | Source: [The Jessica Simpson Collection](#)

- **Jessica Simpson and Tina Simpson have re-acquired full ownership of The Jessica Simpson Lifestyle Brand that they sold to Sequential Brands Group in 2015.**
- **Licensing partnerships remain intact including the Camuto Group for Jessica Simpson Collection Footwear which has been extended through 2029.**
- **Collection will continue to grow its already robust offering with new licensees, including EDX Fitness for equipment and accessories, DGL Group for beauty tools, Amrapur for pet accessories and Jacmel for demi-fine jewelry.**

NEW YORK, NY (December 8, 2021)—The Jessica Simpson Collection announced today that Jessica Simpson and her business partner/mother Tina Simpson have re-purchased and now fully own the The Jessica Simpson Collection.

Founded in 2005, the Jessica Simpson Collection is a signature lifestyle concept inspired by and designed in collaboration with Jessica Simpson. Available globally, the ever growing brand currently offers 32 product categories including footwear, apparel, fragrance, luggage, fashion accessories, handbags, jewelry, maternity apparel, girls' clothing and home. The brand is supported by nearly 20 best-in-class licensees and has strong department store distribution in addition to a thriving e-commerce business.

Despite the financial constraints of the pandemic, the Jessica Simpson Collection exceeded projections and grew its product offerings. The e-commerce platform, JessicaSimpson.com (built entirely by Jessica, Tina and team) has flourished and allowed fans and customers to connect with Jessica directly and provide real time feedback.

Jessica Simpson, CEO of the Jessica Simpson Collection shared, "I am humbled to reclaim 100% of my brand and my name. I am so proud of the work we have done in building a complete lifestyle brand that is fashion forward and relatable to all kinds of women. It is my honor to

partner with the greatest leader, my mom, for this next phase that will see us continuing to bring our customers a quality product at an affordable price point. I appreciate the steadfast support of our truly awesome licensees and partners and look forward to many more years of meaningful, successful collaboration. The sky is the limit for this magical brand that all started with a pair of cowboy boots and a dream!”

Tina Simpson, who will continue to lead the Jessica Simpson Collection team as President added, “Jessica has a uniquely personal connection to her fans and our customers. She is the ultimate muse in every way. I am thrilled to partner with her to bring the Jessica Simpson Collection to the next level as we step into 100% ownership of the brand. It is my pleasure and honor to lead our talented team of passionate, dedicated, smart women and work hand in hand with our world class licensees to deliver product and build a legacy that we are all immensely proud of.”

Jessica and Tina self-financed the purchase with additional funds provided by First Eagle Alternative Credit and WhiteHawk Capital. “First Eagle Alternative Credit is excited to be part of the financing and looks forward to supporting the Company’s strategic growth,” said Larry Klaff, Senior Managing Director for First Eagle Alternative Credit.

William Sussman of Threadstone Advisors was responsible for structuring the transaction along with Jessica Simpson Collection CFO Jeff Howald. Mitchell C. Littman, Esq. of Littman Krooks LLP advised on corporate legal matters and Mette Kurth, Esq. from Culhane Meadows PLLC advised on bankruptcy matters. Chuck W. Grimes from Grimes, LLC advised on intellectual property law. David Levin of DL Business Management serves as Jessica’s business manager.

ABOUT THE JESSICA SIMPSON COLLECTION

The Jessica Simpson® Collection is inspired by and designed in collaboration with Jessica Simpson, entertainment, music and style icon. This lifestyle collection reflects all that is modern Americana: it is iconic, fashion-forward, accessible, free-spirited, timeless and affordable. Available globally, the collection spans 32 classifications – including footwear, apparel, outerwear, activewear and fitness accessories, sunglasses, optical frames, handbags and small leather goods, luggage, swimwear, perfume, legwear, beauty tools and face wipes, scarves/hats/wraps, jewelry, watches, intimates, slippers, cold weather accessories, luggage, dresses, jeanswear, sportswear, athleisure, coats, swimwear, maternity apparel, baby, toddler and girls’ apparel and pet. The growing home product offering include bedding, towels and home accessories. The collection, like Jessica herself, is classically familiar, approachable yet inspirational, sexy yet sweet, flirtatious and whimsical, vintage at times, but always of-the-moment. The Jessica Simpson® Collection is currently available in over 3,000 points of distribution worldwide and direct to consumers at www.jessicasimpson.com.

About First Eagle Alternative Credit, LLC

First Eagle Alternative Credit, LLC (“FEAC”) is an investment manager for both direct lending and broadly syndicated investments that, together with its affiliates, has approximately \$20 billion

of assets under management as of October 31, 2021, through public and private vehicles, collateralized loan obligations, separately managed accounts and co-mingled funds. FEAC and its subsidiary maintain a variety of advisory or sub-advisory relationships across its investment platform, including First Eagle Alternative Capital BDC, Inc. (Nasdaq: FCRD), a publicly traded business development company. FEAC is headquartered in Boston and also has investment teams in Chicago, Dallas, Los Angeles and New York.

About WhiteHawk

WhiteHawk Capital Partners is a private credit investment manager focused on asset-based financing solutions primarily to middle market public and private companies across a variety of industries. WhiteHawk provides senior secured financings under a variety of structures for purposes of refinancing, recapitalization, growth, acquisition, restructuring, bridge and DIP/emergence.

For more information about WhiteHawk, please visit www.whitehawkcapital.com or contact info@whitehawkcapital.com