

# GEOFFREY BEENE

concepts

RAMPAGE GEOFFREY BEENE ELLEN TRACY

CARIBBEAN  JOE  
ISLAND SUPPLY CO.

**Kisses**  
THE ICNIC BRAND

emoji®  
THE ICNIC BRAND



*Geoffrey Beene* is an authentic American designer brand recognized for style, quality, fit, and comfort. Geoffrey Beene is a lifestyle men's brand available in 36 countries worldwide. The iconic designer, Geoffrey Beene, was America's most-awarded fashion designer. Today, the Geoffrey Beene brand, is unique to the fashion industry, in that **100% of Net Profits** from Geoffrey Beene, LLC fund revolutionary new cancer research at the Geoffrey Beene Cancer Research Center at Memorial Sloan Kettering Cancer Center. For more than 10 years Geoffrey Beene has been making a real difference to people's lives all over the world.

**GEOFFREY BEENE**



*“The whole point of design is to make people feel better about themselves”*

*- Geoffrey Beene*

GEOFFREY BEENE:

# A LIFE IN FASHION

*“The unimaginable always becomes the unforgettable.”*

– Geoffrey Beene

One of America’s true design pioneers, Geoffrey Beene challenged the American fashion establishment by creating haute couture for women and classic, superbly tailored styles for men that married comfort and luxury.

Winner of eight Coty Awards, three CFDA Awards, an honorary doctorate from the Rhode Island School of Design, Mr. Beene has also been designated an “American Original” by the Smithsonian in Washington, DC.

Today Geoffrey Beene, LLC is a fashion empire comprised of men’s ready-to-wear, men’s and women’s accessories and fragrance. Journey through the 40-year exploration of designer Geoffrey Beene’s life in fashion – visionary, witty, irreverent, iconic and timeless.

## 1970S

*“There are no rules to the designs: there are standards, and my standard is taste.”*

– Geoffrey Beene

**1971** – Introduces his Beene Bag Collection, a less expensive, sportier line; a big success.

**1975** – Launches Grey Flannel Men’s Fragrance. Wins the Marshall Field Distinction of Design Award.

**1976** – First American Designer to show his collections in Milan, Italy. Follows up with Rome, Paris, Brussels and Vienna.

Wins sixth Coty American Fashion Critics Award for giving impetus to American Fashion abroad. Presents the Geoffrey Beene Collection at the American Embassies in Rome and Paris.

## 1960S

*“My career has nothing to do with money. It has to do with self-expression.”*

– Geoffrey Beene

**1963** – Opens Geoffrey Beene, Inc. on Seventh Avenue.

**1964** – Wins the first of 8 Coty Awards.

**1965** – Wins the Neiman Marcus Award.

**1966** – Brings grey flannel and wool jersey fabrics to ballroom gowns. Shows dresses printed in a houndstooth plaid inset with undulating bands of lace, a fresh approach that invigorated the use of lace.

**1967** – Designs famed Sequined Football Evening Gown.

**1968** – Designs his “Mafia” Collection, pin-striped suits which he dubs “Alice Capone” as a joke.

## 1980S

*“Plastic is perfect in its own way, so is a diamond. Why shouldn’t the two go together?”*

– Geoffrey Beene

**1986/1987** – Wins CFDA Designer Of The Year Award.

**1987** – Launches Men’s Fragrance: Bowling Green.

**1988** – Celebrates 25 years in business with acclaimed fashion show: “25 years Of Discovery” to benefit HIV-AIDS Project Los Angeles.

Museum Retrospective at Western Reserve Historical Society, Cleveland, Ohio and The International Academy of Design, New York.

In the same year, he shows his first collection in Munich, Germany and receives the Designers of America Special Award for Fashion as Art.

**1989** – Opens retail shop on 5th Avenue in New York.

# GEOFFREY BEENE

## 1990S

*“Very immodestly I say that I did awaken Europe to the idea that Americans could design more than blue jeans.”*

– Geoffrey Beene

**1992** – Receives honorary Doctorate of Fine Arts Degree from the Rhode Island School of Design.

Honored as a Master of American Design with a Retrospective Exhibition and book, “Unbound,” celebrating his 30-year career at the Fashion Institute of Technology, New York.

**1995** – The Lieutenant Governor proclaims April 27 “Geoffrey Beene Day” in the state of Louisiana (his birthplace).

**1996** – Honored as featured designer at the Gala premier of “Elegance After Dark: Evening Wear in Louisiana 1886-1996” at the Louisiana State Museum.

Receives The Chicago Historical Society’s Award for Design Excellence.

## 2000S

*“I hate clothes that look saleable. I love when they look desirable.”*

– Geoffrey Beene

**2000** – Geoffrey Beene is inducted into the Fashion Center Walk of Fame and is honored with a plaque reading, “A Designer’s Designer, Geoffrey Beene is one of the most artistic and individual of fashion’s creators...”.

**2002** – Geoffrey Beene is received by First Lady Laura Bush, who awards him with the National Design Award from The Smithsonian Cooper-Hewitt Museum.

**2003** – Awarded the first National Arts Club Gold Medal for Lifetime Achievement.

**2004** – Geoffrey Beene dies on September 28, 2004.

**2005** – “Beene By Beene,” written by Marylou Luther, Laura Jacobs, Pamela A. Parmal, and James Wolcott — is published by Vendome Press.

**2008** – “Geoffrey Beene: An American Fashion Rebel” is written by Kim Hastreiter and published by Assouline.



## The Watch Collection

When the Geoffrey Beene watch collections was begin to be put together nearly 10 years ago, the philosophy was; developed the best possible looking watch at an appealing price. By utilizing in house, New York based designers and production coordinators, the collection is constantly evolving and challenged to utilizing new techniques to make each collection better than the last.

Attention to detail and quality is an important aspect to the collection. Unlike other price pointed brands, the Geoffrey Beene line encompasses Japanese quartz movement's and water resistance to ensure that the watch will be functioning until the consumer is ready to purchase the latest Geoffrey Beene watch design



**GEOFFREY BEENE**



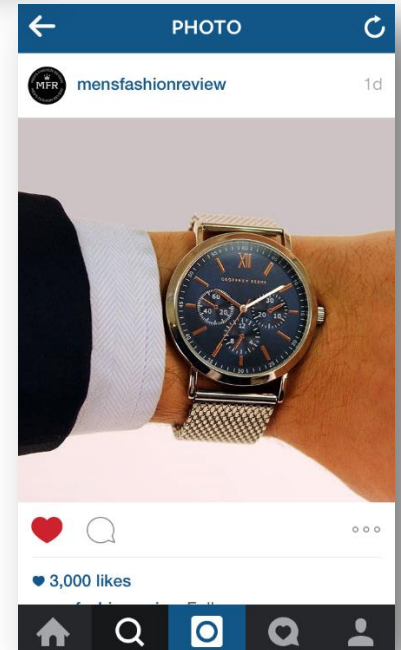
Social Media Presence



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25 posts 25.6k followers 1,069 following



**GEOFFREY BEENE**

More Expensive

MOVADO

EMPORIO ARMANI

BOSS  
HUGO BOSS

DIESEL

*KENNETH COLE*

INVICTA  
Smarter by the Second.

TOMMY HILFIGER

ISSUE NO  
FOSSIL  
1954

Casual

Trendy

*Tommy Bahama*

TIMEX

*Sean John*

GEOFFREY BEENE

CARIBBEAN JOE  
ISLAND SUPPLY CO.

UNLISTED  
A KENNETH COLE PRODUCTION



U.S. POLO ASSN.  
SINCE 1890

Less Expensive



# GEOFFREY BEENE

GB8048SLBL



GB8048GU



GB8048GDBK



GB8052GU



# GEOFFREY BEENE



Genuine Diamond  
Collection

GB8087SLNV



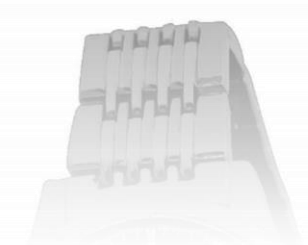
GB8087GUBK



GB8088TTG



GB8051GU



# GEOFFREY BEENE

GB8071GDSL



GB8071SL





# GEOFFREY BEENE

GB8079GNBK



GB8065RGBNGY



GB8065GUBK



# GEOFFREY BEENE

GB8070SLBNNV



GB8069GU



GB8069GD



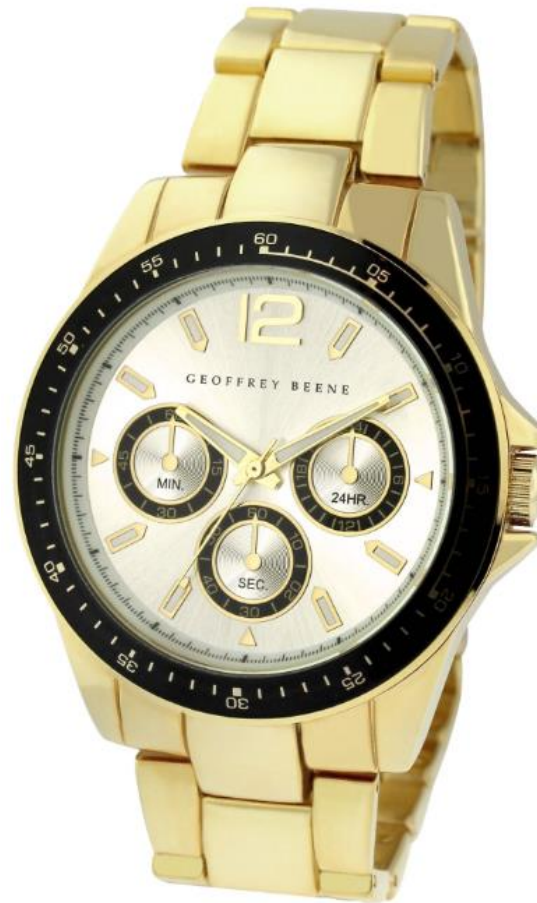


# GEOFFREY BEENE

GB8068GU



GB8068GDCHBK



# GEOFFREY BEENE

GB8113SL



GB8113GU



# GEOFFREY BEENE

GB8090SL



GB8102SL



## Floor Display Option

- Hold Between 60-80 Watches
- 4 Sided Rotating Display
- 18" Wide x 50" Tall

Min Buy in For Display: 240 Units  
Min Reorder: 100 Units

Suggest Retail: \$29.99  
Cost: \$12  
Margin: 60%



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our Exclusive Travel Retail / Duty Free and In Flight Agents

The logo for Worldclassbrands features a white, stylized crescent shape on the left side, resembling a wing or a partial circle. To the right of this shape, the word "worldclassbrands" is written in a clean, lowercase, sans-serif font. The "w" is partially enclosed by the crescent shape.

worldclassbrands

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