



D e e O c l e p p o

MADE IN ITALY

ABOUT

/ Dee Ocleppo Hilfiger

As a former model, creative director of Judith Lieber, and wife of Tommy Hilfiger, I've traveled the world and been immersed in style and the business of fashion for decades.

ALONG THE WAY, I FELL IN LOVE... WITH ITALY.

The history, culture, language, craftsmanship, people - and don't forget the food! After spending time with Tommy in the finest Italian factories, with artisans who take such immense pride and care in their work, I knew there was an opportunity to bring a distinctly new collection of accessories to the world of fashion.

DEE OCLEPPO IS A BRAND THAT STANDS BESIDE THE TRADITION OF CRAFTSMANSHIP AND LOVE FOR THE ITALIAN CULTURE



OUR VISION

DEEOCLEPPO'S COLLECTION IS MADE PROUDLY IN ITALY

in specialized factories from Florence to Naples.

ITALY'S FACTORIES CREATE THE MOST BEAUTIFUL AND LUXURIOUS LEATHER GOODS

ITALIANS' PASSION FOR HANDCRAFTING LEATHER IS UNMATCHED

and their access to the finest materials in the world unparalleled. Working hand-in-hand with factory owners and artisans, Dee Ocleppo and her team in Italy are pleased to bring to you a diverse, in-season collection of shoe and handbag styles for the modern woman.



OUR MISSION

WE ARE DEEPLY IN LOVE WITH TRADITIONAL CRAFTSMANSHIP AND THE ITALIAN CULTURAL HERITAGE

While globalization is pushing brands to manufacture overseas, we are fully committed in preserving our artisans to continue pass their skills and knowledge onto others, particularly within their own communities.

OUR AIM AT DEE OCLEPPO IS TO OFFER THE HIGHEST QUALITY LUXURY PRODUCT AT THE BEST PRICE POSSIBLE WHILE SUSTAINING MANUFACTURING TRADITIONS IN ITALY AND CELEBRATING THE "MADE IN ITALY" STORY.

We promise to deliver high-end, Italian-made shoes and accessories for a fraction of what they might cost elsewhere.



BRAND VALUES



CRAFTSMANSHIP



MADE IN ITALY



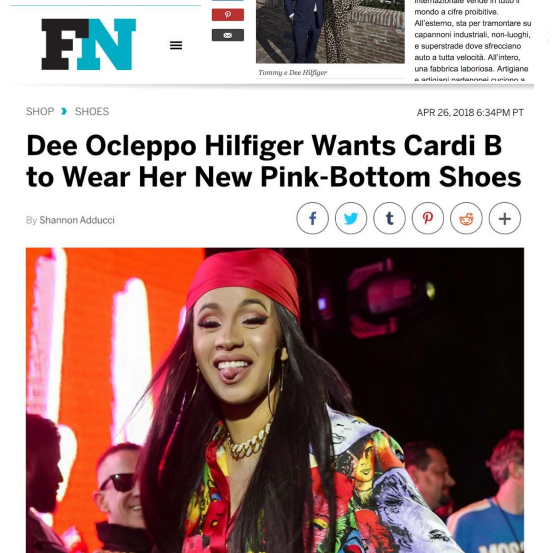
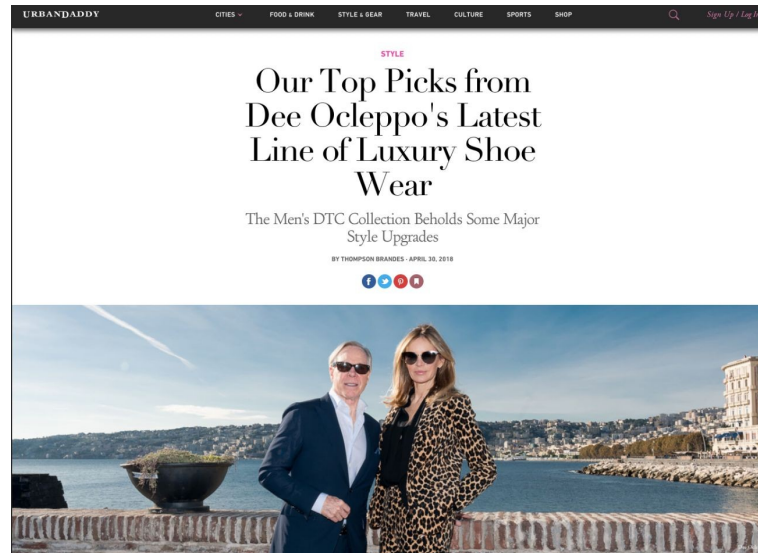
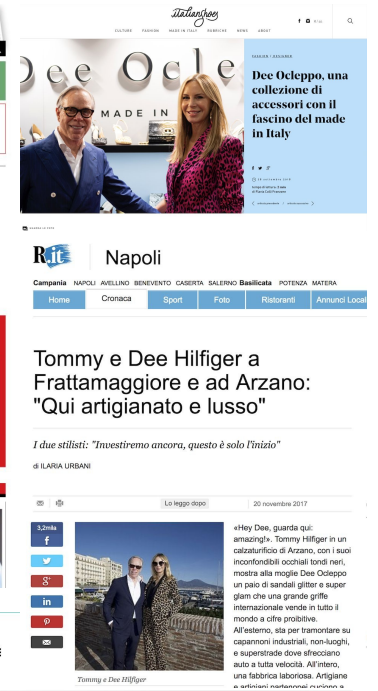
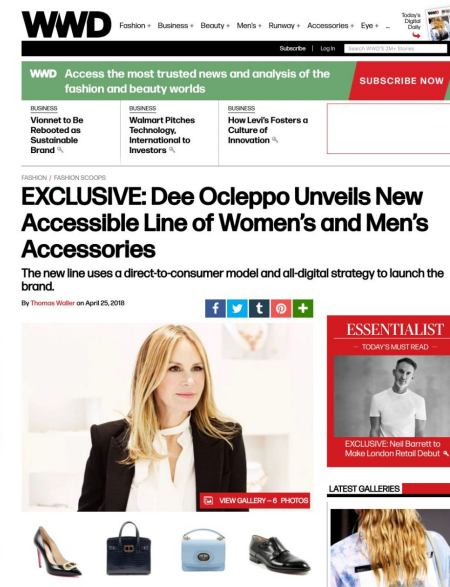
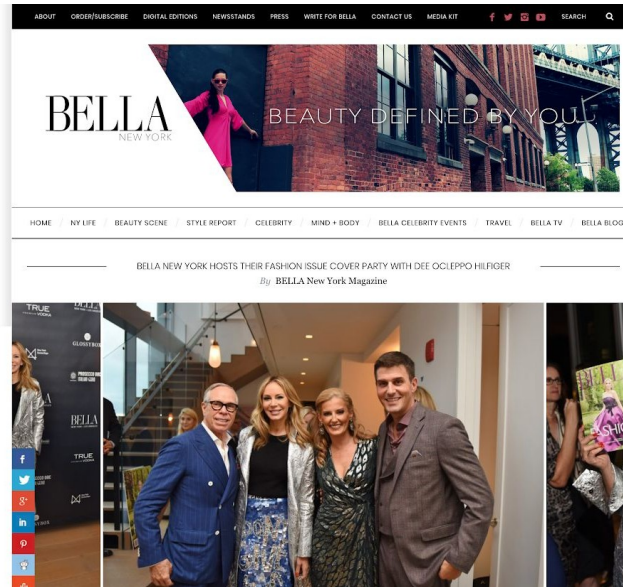
LUXURY QUALITY



PRESS

/ Online

- Vogue
- WWD
- Footwear News
- Bella NY
- Fashion Network
- Urban Daddy
- El Mundo ES
- Fashion United
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OUR INFLUENCERS

Already Posted

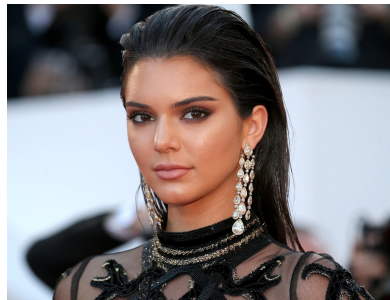
INFLUENCER	FOLLOWERS
Christie Brinkley	420 k
Thai fa	114 mln
Kris Jenner Kardashian	21.9 mln
Caroline Stanbury Lisa	424 k
Rinna Hamlin Marigay	16 mln
McKee	115mln
Corey Cambie	757 k
Melissa Odabash	110k
Ally Hilfiger	57 k
Karolfna Kurkova	670 k
Rickie De Sole's	38.4 K
Alyssa Accessories	100 k
Desiree Gruber	15k
Ricardo Rojas	14 k
Victoria Silvestedt	515 k
Brooklyn Bionde	462 K
Thalia Sodi	11.7 mln
Tommy Mottola	438 k
Olivia Palermo	5.6 mln
Johannes Huebl	966 k
more to come ...	

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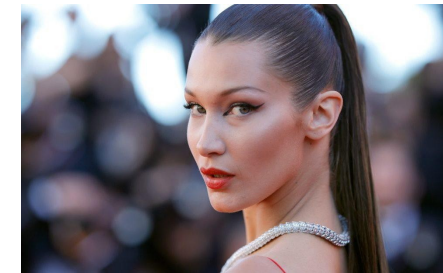
INFLUENCER	FOLLOWERS
Gigi Hadid	43.7 mln
Bella Hadid	20.4 mln
Kendall Jenner	96.6 mln
Kylie Jenner	117 mln
Kim Kardashian	119 mln



Gigi Hadid



Kendall Jenner



Bella Hadid

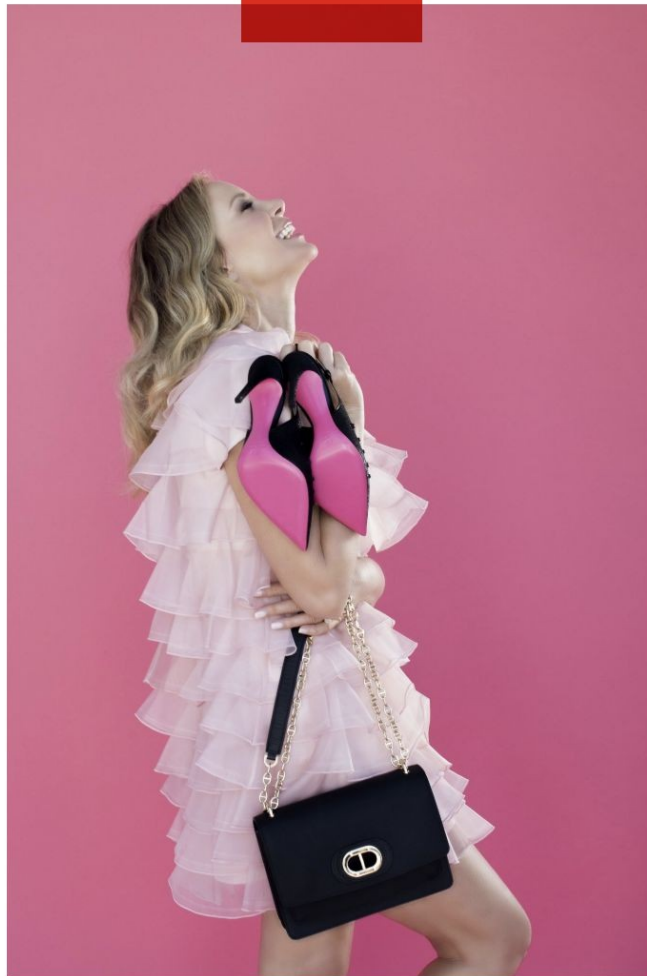


Kim Kardashian



Kylie Jenner





ACCESSORI

Dee Ocleppo, borse e scarpe firmate dalla moglie di Tommy Hilfiger

DI ITALO PANTANO

21 MARZO 2019

Made in Italy e una suola tutta rosa sono i cardini della nuova collezione di scarpe e borse Dee Ocleppo, firmate dalla moglie di Tommy Hilfiger



This Is the New Kardashian It Bag

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by Marina Liao Jan 11, 2019



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Kim Kardashian Wore the Most Naked Dress of All



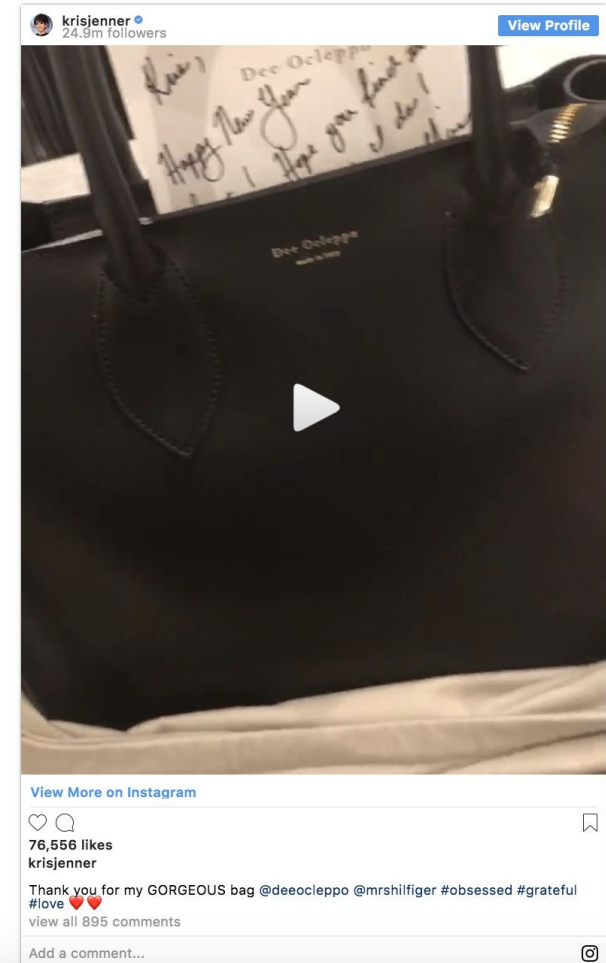
Buy Kylie Jenner's \$65 Valentine's Day Dress



Make space, Birkins, there's a new bag in the house. Kris Jenner, matriarch, has welcomed a new structured tote into her life by Dee Ocleppo. Jenner posted an Instagram video unveiling the accessory, along with a personal note from Ocleppo, and told her followers to check out the gorgeous bag. And, actually, it's really *really* nice—the kind of smart-looking tote one can bring to work and look super chic. The carryall is made from 100 percent Italian leather and has a removable interior pocket and removable shoulder straps, so you can style it two different ways.

At \$389, this sleek bag is probably one of the more affordable ones in Jenner's closet. She, famously, built a shrine in her home dedicated to all her Hermès Birkins, so this work tote is a fresh addition to all her outrageously luxe handbags. (I have a feeling her kids, like Kim Kardashian, might even want one for themselves.) If you're wondering why this particular black tote looks so good it's because Ocleppo is married to famed fashion designer Tommy Hilfiger, who reportedly urged his wife to create her now eponymous accessory label.

Here's a peek at the bag:



VOGUE

CELEBRITY STYLE

Beyoncé Brushes off the Winter Chill with Furry Accessories



There are few that have mastered the art of winter accessorizing quite the way that Beyoncé has this season. Spotted on the streets of Manhattan late yesterday, the singer elevated her discreet, superstar-off-duty look with a cozy, fur-trimmed Dee Ocleppo bag. A clever chapeau and John Lennon-style sunglasses lend the singer an understated late-sixties vibe, while acid-wash jeans and a studded jacket bring her ensemble into the eighties. How's that for a warm, fuzzy winter glow?

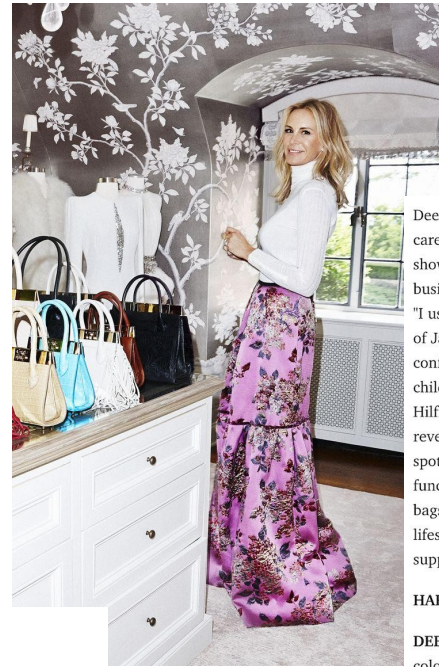


Behind the Scenes: Beyoncé's March 2013 Cover Shoot



Dee Hilfiger Does It All

Handbag designer Dee Hilfiger on stylishly balancing fashion and family.



Dee Hilfiger's chinoiserie-wallpapered walk-in closet is a sea of sky-high heels, carefully curated clothes, and rows of the designer's bags arranged as artfully as a showroom. For the woman behind the handbag label Dee Ocleppo (Ocleppo is her business name), and the wife of designer Tommy Hilfiger, fashion was a first love. "I used to tear ads out of my mother's magazines and poster my walls with pictures of Janice Dickinson, Rene Russo, and Kim Alexis—they were my inspirations!" confesses Hilfiger. These days the former model juggles a combined family of seven children, multiple homes, and her burgeoning New York-based accessories line. Hilfiger, who launched Dee Ocleppo a year ago with bags featuring removable and reversible covers, was inspired by the first handbag she ever had and a niche she spotted in the market for luxurious accessories that are both beautiful and functional. Her current collection, which includes totes, clutches, and shoulder bags, is a study of lush fabrications, intricate details, and ornate designs. "I love my lifestyle, but it's hectic with work and children," she says. "Luckily I have a great support team and a lot of help from family."

HARPER'S BAZAAR: How would you describe your personal style?

DEE HILFIGER: I play with different styles depending on the occasion, and I love color. I have clothes that are more boho, but I also like chic and stylish pieces from Zac Posen and Valentino, and comfortable and sexy dresses from Cushnie et Ochs. Think classic beauty meets disco sexy. My perfect style icon would be a mix of Grace Kelly and Lauren Hutton.



"I think it's so important that a woman finds her passion and has something of her own."



FASHION / FASHION SCOOPS

WWD

Dee Ocleppo Unveils Bag Bar

The Bar will build off of Ocleppo's existing top handle style, available in small, medium and large.

[Dee Ocleppo](#) wants you to build your own bag.

The [handbag designer](#) is the latest to get into the customization game with the Bag Bar, a new program that allows customers to pick bag size and color, and to decorate bags with interchangeable covers and charms, all sold separately. "It's an interactive venue where the consumer can really be the designer," said Ocleppo. "You're picking and choosing the elements yourself."

This story first appeared in the September 10, 2015 issue of WWD. [Subscribe Today.](#)

The Bar will build off of Ocleppo's existing top handle style, available in small, medium and large — or the shot, the single, and the double — with prices ranging from \$295 to \$695, done in six colors. While Ocleppo's main collection often features removable covers, customers were previously unable to purchase covers individually. Now the



[RELATED](#)

interchangeable and reversible covers are available as unique stockkeeping units and sold separately. Options include fringe, grommets, ruffles, suede, fur, suede, antelope and ostrich. "We've tried not to brand it too much," Ocleppo said of the designs. "I was watching Kanye [West] at the [Video] Music Awards and I do think that Millennials are going to get sick of branding. They want to do their own thing and express themselves in their own way." Additional "garnishes," or add-ons, available include bag hooks, leather tags, key chains and bag charms. Price points for garnishes start at \$45, while covers will begin at \$150.



Dee Ocleppo parte dall'Italia verso una distribuzione globale

Dee Ocleppo, il marchio di borse e scarpe con sede a Los Angeles fondato dalla moglie di Tommy Hilfiger, parte dall'Italia per lanciarsi e puntare ad una distribuzione globale (sia online che offline), con Emirati Arabi e Cina come principali obiettivi. Intanto, le linee della designer-imprenditrice sono in vendita worldwide sull'e-commerce del brand.



"Ho cominciato a disegnare borse nel 2011, si trattava di bag con cover intercambiabili fatte in Cina che vendevo in televisione sul canale HSN, ma anche da Harrods, Galeries Lafayette o Saks Fifth Avenue", racconta a FashionNetwork.com la stessa Dee Ocleppo, incontrata durante il salone della calzatura Micam di Milano. "Per le mie creazioni creai un particolare pattern che consente di accessorare la propria borsa come si vuole, sviluppando un intero concept, il sistema "Bag bar", che nel 2015 ho venduto a Kate Spade. Poco tempo fa ho deciso di tornare sulle scene per realizzare scarpe e borse di alta gamma con il mio nome e disegnando il mio logo, ma stavolta producendo tutto in Italia".

Grazie alla possibilità di vendere direttamente al cliente finale dal suo sito web, evitando così gli intermediari, i prodotti firmati Dee Ocleppo vengono venduti al massimo a 420 dollari per le calzature da donna dal posizionamento più elevato. Lusso accessibile, dunque.



La Ocleppo ha scelto di partecipare al Micam per dimostrare il suo amore per il Bel Paese, "per la cura dei particolari che gli italiani hanno nel sangue e la capacità di tramandare di generazione in generazione aziende familiari dal grande gusto, nonché per le loro capacità stilistiche e manifatturiere", afferma la designer, rimasta colpita dalla perizia e dalla creatività degli artigiani italiani dai quali fa produrre le borse da donna e le scarpe femminili e maschili griffate con il suo brand dalla doppia D. Anche la prossima campagna pubblicitaria del brand Dee Ocleppo sarà realizzata in Italia, e avrà come sfondo Venezia.



L'azienda che produce e contribuisce a disegnare le calzature di Dee Ocleppo è la In Moda S.r.l. di Santhià, in provincia di Vercelli, guidata da un grande esperto del settore della pelletteria, il CEO Matteo Armillotta che, insieme al figlio Alessandro (CEO della società per gli Stati Uniti), si è affidato ad artigiani napoletani e campani per confezionare i prodotti. In Moda è anche la licenziataria dei brand Versace 1969 Abbigliamento Sportivo, Andrew Charles by Andy Hilfiger (l'etichetta del fratello di Tommy), Ufford & Suffolk Polo Club e Hubert Milano.



Figlia di un radiologo turco e di una microbiologa britannica, dopo una carriera di modella, la Ocleppo, il cui nome da nubile era Deniz Caroline Erbuğ, sposò il tennista italiano Gianni Ocleppo, dal quale ha divorziato nel 2003. Dopo aver conosciuto Tommy Hilfiger nel 2005 lo ha sposato nel 2008. Nel 2017, Dee Ocleppo Hilfiger è diventata anche co-proprietaria e direttrice creativa del marchio Judith Leiber, acquistato dall'Authentic Brands Group nel 1998 dopo il ritiro dell'omonima fondatrice e designer nata in Ungheria ed emigrata negli States per sfuggire all'Olocausto. Quest'ultima è deceduta proprio quest'anno all'età di 97 anni.

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PRESS

/ Online

VOGUE

Dee and Tommy Hilfiger Host a Dinner to Celebrate the Opening of Dee Ocleppo at Galeries Lafayette



Dee Ocleppo: sviluppo in Europa e primi store in Estremo Oriente

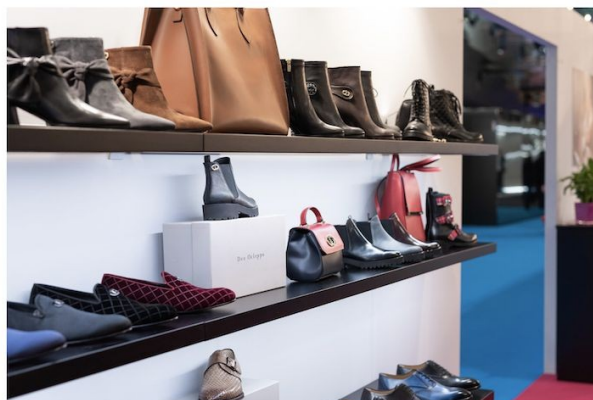
Il marchio di borse e scarpe con sede a Los Angeles, fondato dalla moglie di Tommy Hilfiger ma al 100% prodotto e distribuito in Italia dalla In Moda S.r.l. di Santhià (VC), guidata dal CEO Matteo Armillotta, ha in vista nuove strategie di espansione.



Per Dee Ocleppo, la In Moda ha perfezionato partnership distributive con i grandi magazzini El Corte Inglés in Spagna, Rinascente in Italia e KaDeWe in Germania, che prevedono l'inaugurazione di una serie di pop-up (il primo aprirà a Marbella) che presenteranno inizialmente la collezione per la PE 2019 del brand italo-americano.

"Ora stiamo anche pensando ad aprire dei monomarca", rivela a FashionNetwork.com Matteo Armillotta, incontrato all'ultimo Micam. "Abbiamo un business plan per l'Asia che, partendo da Singapore, Macao, Taiwan e diverse città della Cina, ci porterà ad inaugurare una cinquantina di negozi a marchio Dee Ocleppo in tre anni, a cominciare dal 2020".

La In Moda ha generato un volume d'affari di 4 milioni di euro nel 2018. La previsione è di crescere nettamente nel 2019, "perché Dee Ocleppo è partito davvero da poco tempo e sta già generando ottimi volumi di sell-out", assicura Armillotta. L'azienda piemontese fa capo ad una holding inglese con sede a Londra, che invece ha sviluppato un volume d'affari complessivo di 20 milioni di euro nel 2018. In Moda si avvale poi di una filiale negli Stati Uniti guidata dal figlio di Armillotta, Alessandro, che ne è il CEO.



"Sono contenta del bel volume di vendite che il mio marchio sta ottenendo con le borse e l'e-commerce", ha raccontato a FashionNetwork.com la stilista-imprenditrice americana. "Una delle cose che ho imparato da mio marito Tommy, che mi supporta moltissimo nel mio progetto, è che bisogna gestire l'espansione di un marchio a piccoli passi. Sono quindi allineata con le strategie implementate da Matteo Armillotta e le lascio maturare senza fretta. A livello stilistico, nel mio marchio si percepisce uno stile 'alla Audrey Hepburn' miscelato però con elementi diversi dal solito, come pizzi e stampe animalier, per proporre qualcosa di non scontato".

In Moda è anche la licenziataria del brand Andrew Charles by Andy Hilfiger (l'etichetta del fratello di Tommy, che ha come testimonial il cantante degli Aerosmith, Steven Tyler, ndr.) che ha cominciato a produrre 3 anni fa, ma che esiste da 8 anni. "Con Tommy Hilfiger ci siamo conosciuti proprio perché producevamo e distribuivamo borse, calzature e abbigliamento Uomo/Donna del marchio di suo fratello", ricorda Armillotta. "Lui ha apprezzato come lavoriamo e per il brand della moglie ha voluto collaborare con una realtà piccola, ma dal solido know-how, come la nostra, volendosi affidare solamente ad esperti artigiani napoletani e campani per confezionare i prodotti".



Altro brand distribuito dall'azienda di Santhià è Versace 1969 Abbigliamento Sportivo, che propone un total look Uomo-Donna-Bambino, compresi gli accessori e una linea di homewear. Di sua proprietà diretta sono invece l'etichetta di sportswear maschile/femminile Ufford & Suffolk Polo Club e il marchio di cravatte Hubert Milano.





FASHION / FASHION SCOOPS

EXCLUSIVE: Dee Ocleppo Unveils New Accessible Line of Women's and Men's Accessories

The new line uses a direct-to-consumer model and all-digital strategy to launch the brand.



NEW YORK — “She is busier than me,” remarked [Tommy Hilfiger](#) while speaking about his wife, [Dee Ocleppo](#), and her new namesake accessories collection. Previously Ocleppo designed a collection of handbags that sat at a luxury price point with her Bag Bar customization concept at retail. Kate Spade & Co. acquired the intellectual property and related business assets of the Bag Bar business from Ocleppo in 2016.

Now Ocleppo is back with The [Dee Ocleppo](#) Collection, a new direct-to-consumer brand strategy selling women’s bags and shoes as well as a

range of men’s footwear options that lands at an accessible price point. “I went from HSN to the line that I started, Dee Ocleppo, that was high, high-end. I went from one price point to the extreme price point and I feel like now I’ve landed right in the middle,” she said.

Ocleppo, who also is part owner and creative director and brand ambassador of Judith Leiber, held private appointments at New York’s oldest Italian restaurant, Barbetta, to preview the new Italian-made collection of accessories.

“When I was doing my Dee Ocleppo bags I’d always get these messages online or direct messages on social media saying, ‘I wish I could afford it,’ and that was difficult for me and I thought how can I do this and make it more approachable for everyone and still provide the quality,” Ocleppo said.

“We were lucky enough to meet these partners who worked with the factories in Italy that were able to make these incredible pieces. Cut out the middle man, which are the retailers, and then provide it directly from the factories to the consumer. The quality and the value for what we are offering is pretty unique. I think our prices are competitive and that excites me,” Ocleppo continued.

Italy, specifically Naples, plays a huge role in the brand’s marketing strategy by leveraging the Italian manufacturing as part of the new brand’s forming identity. Because the brand is direct-to-consumer, all their marketing is digitally led with a focus on Instagram, and Ocleppo filmed a lot of content that is meant to be shared and help tell her new brand’s story. “I’m actually in the factories meeting the woman that is sewing the bag and she is standing next to the guy who is hand-painting the shoes. Sharing all that is something we could never do before.”

For Ocleppo, this kind of storytelling is crucial to connecting to her customer. “It’s about education, being transparent and informative.”

The savvy of Hilfiger, a brand adviser to his wife, is also present in Ocleppo’s brand selling strategy. She plans to release new merchandise monthly, on a “drop” style that is similar to the strategy of brands closely associated with the streetwear realm. “I think Tommy had a lot to do with that. He is by my side and advises me on a lot of things. He was like, ‘You have to do drops.’ He is very much about what is going on now and what is coming in the future. That is the lingo of today.”

The initial launch consists of a selection of signature pumps, offered in heights of 60, 80 and 100 millimeters, slingbacks and mules in a range of colors. The logo is a subtle D, O and H detail with pink soles on the heels

and pink details inside many of the handbags. Handbags include a range of styles including croc-embossed leather totes, cross-body bags and clutches appropriate for day or evening. Accompanying the women’s collection is a full range of men’s shoe styles, such as wingtips, monk straps in colors as well as a variety of leather sneaker options. Prices for women’s and men’s footwear range from \$190 to \$490 and handbags from \$220 to \$590 and are available on [deecleppo.com](#).

And while Ocleppo says they aren’t there yet, a foray into men’s bags and small leather goods is on her radar for the future.

As busy as Ocleppo already is, things are about to get even busier as her husband hinted at things to come for the Judith Leiber brand, which is expanding to be an evening-based lifestyle brand. The Leiber brand already has eyewear and stationery in its stable but, according to Hilfiger, the firm is expanding into apparel, children’s, jewelry and footwear.



madame FIGARO

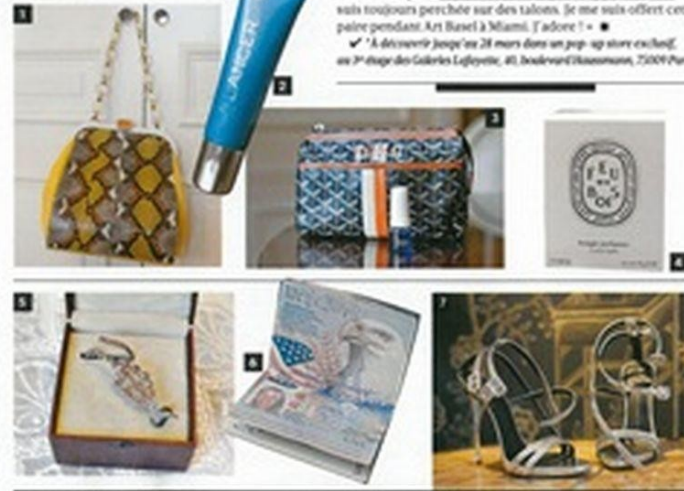
LABOÏTE à secrets



DEE OCLEPPO

L'ÉPOUSE DU CRÉATEUR TOMMY HILFGER
A LANCÉ SA MARQUE DE SACS*. UNE IRRÉSISTIBLE
MANHATTAN TOUCH, ACIDULÉE ET GLAMOUR.

1. MON SAC MUSTHQUE. « J'ai lancé ma marque de sacs en 2012. Mon idée ? Offrir la possibilité de changer de style tout en gardant le même sac par un jeu de passe- passe de matières ou de couleurs différentes. » **2. MON GOMMAGE DR. LANCER.** « C'est le "go-to-doc" de Beverly Hills. Sa gamme de produits pour la peau est exceptionnelle. » **3. MATROUSSE GOYARD.** « Un cadeau de mon mari Tommy avant qu'il me demande en mariage. » **4. LES ROUCHES DIPTYQUE.** « Mes bougies préférées. J'ai toujours une petite flamme qui danse quelque part dans la maison. » **5. MON BRACELET-BAGUE.** « Un vrai coup-de-cœur. J'ai découvert les bijoux de Sevan Bicakci chez Barneys à New York. Ce pain me suit partout où je vais. » **6. MON PASSEPOÏL.** « Je suis tout le temps entre deux avions. Je me pose souvent à New York, Miami et sur l'île Moustique. » **7. MES SANDALES GIUSEPPE ZANOTTI.** « Je suis toujours perchée sur des talons. Je me suis offert cette paire pendant Art Basel à Miami. J'adore ! »
* À découvrir jusqu'au 28 mars dans un pop-up store exclusif, au 1^{er} étage des Galeries Lafayette, 41, boulevard Haussmann, 75009 Paris.

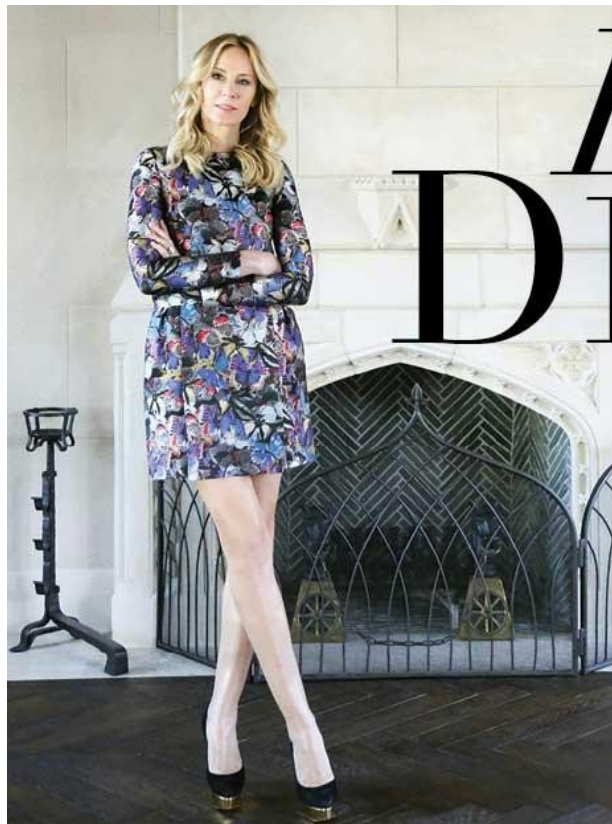


1-2: PEGGY REY / PHOTOLIBRARY; 3-4: GUY AROCH / PHOTOLIBRARY; 5-7: GUY AROCH / PHOTOLIBRARY

ma.com/madame



EDITORIALIST



Lady DEE

/ SPOTLIGHT

Designer and former model Dee Ocleppo Hilfiger talks her new handbag line, the secret to multitasking, and her ultimate wardrobe essentials

WRITTEN BY NICOLE BERRIE
PHOTOGRAPHED BY KELLY STUART

Hoje, é dia de ver onde o casal passa os dias mais calmos, na casa da década de 1920 em Greenwich, **Connecticut**. As fotos fazem parte do editorial “Lady Dee”, da Editorialist. A modelo e agora designer de bolsas abriu as portas de sua casa para falar sobre a marca que leva o seu nome, Dee Ocleppo. Mas não foi esperta como a Sarah Jessica Parker que não perde nem mesmo uma oportunidade de mostrar as suas peças! De bolsas, nas fotos de Dee, não encontramos sequer uma!





Dee Ocleppo Brand Donates to Breast Cancer Research Foundation

The accessories line will give 10 percent of a year's revenue to the organization.

"For me, it's personal," explained

Dee Ocleppo, speaking on her renewed commitment to the Breast Cancer

Research Foundation. "It really is about saving lives."

The designer, business-woman wife to Tommy Hilfiger has long supported the BCRF, and has launched a program to donate 10 percent

of a year's revenue of her Dee Ocleppo accessories line to the organization.

Ocleppo is involved with numerous charities, but when she was thinking of whom to partner with she considered her history with the BCRF, noting, "it was a natural fit."

Kicking off in October, Breast Cancer Awareness Month, Ocleppo's initiative runs for a full year without any cap on the total donation — 10 percent of her total sales across all categories will be donated to the BCRF.

Founded by Evelyn H. Lauder in 1993, BCRF has funded investigators who have been involved in major breakthroughs in breast cancer prevention, diagnosis, treatment, survivorship and metastasis. This year, BCRF has awarded \$66 million in grants to support the work of nearly 275 scientists at leading medical and academic institutions across 14 countries, making BCRF the largest private funder of breast cancer research worldwide.

"I was absolutely thrilled when I heard about Dee's



Dee Ocleppo with pieces from her namesake label.

Dee Ocleppo with pieces from her namesake label.

partnership with BCRF," said Leonard Lauder, BCRF honorary chairman and chairman emeritus of The

Estée Lauder Cos. "I am proud to see a friend so near and dear to my heart join a cause so near and dear to my heart.

We are going to end breast cancer...together." Ocleppo, who also is part

owner, creative director and brand ambassador of the Judith Leiber brand, launched her namesake label in 2018 as a direct-to-consumer, accessibly priced line of Italian-made accessories for women and men with an e-commerce sales strategy.

Last year saw her expand the brand's retail footprint into wholesale in Europe, where it has been one of the best-selling new brands at El Corte Inglés in Spain.

Recently Ocleppo opened a showroom in Milan, and increased her spring orders, including being picked up at Kadewe in

Berlin and La Rinascente in Milan. According to Ocleppo, new embossed clutch styles with an updated logo hardware and her "Cinderella" shoes, with an ombre sequin

treatment, saw the most traction with buyers.

While expanding into wholesale can adjust the price to the end consumer for many digital based brands, Ocleppo plans to keep the same accessible prices she launched with e-commerce.

"I'm not trying to reinvent anything here. I'm trying to provide nice, classic, quality Italian-made products at a great price point. It's kind of that simple," she said of the brand.

For now, her sights are set on helping the BCRF. "Hopefully with this program, it will broaden our range and bring more attention to supporting the cause."

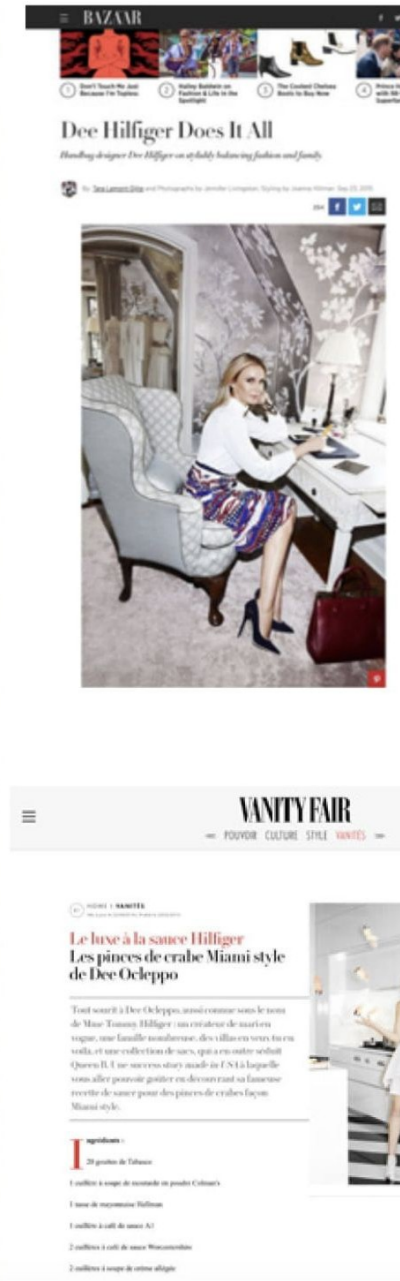
"By partnering with the highest-rated breast cancer organization in the country, Dee Ocleppo is making a significant and tangible impact in advancing research to save lives, not just in October, but all year round," said Myra Bielowit, BCRF president and chief executive officer.



PRESS

/ Magazines

- Bella Magazin
- Harper's Bazaar
- Oprah Winfrey
- Fashion Network
- Wnd
- La Repubblica
- Preziosa Magazine
- Mansion Global
- Footwear News
- Vanity Fair
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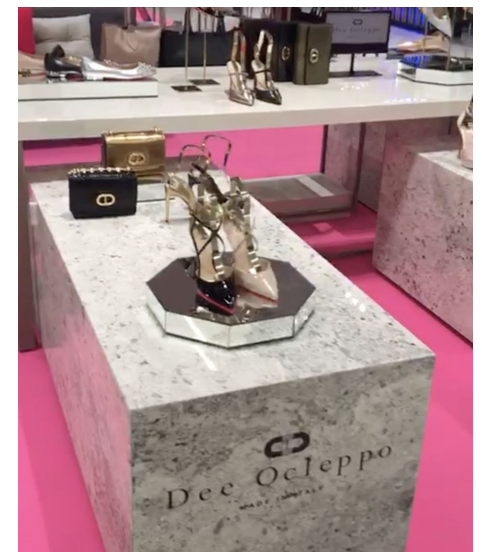
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Dee Ocleppo





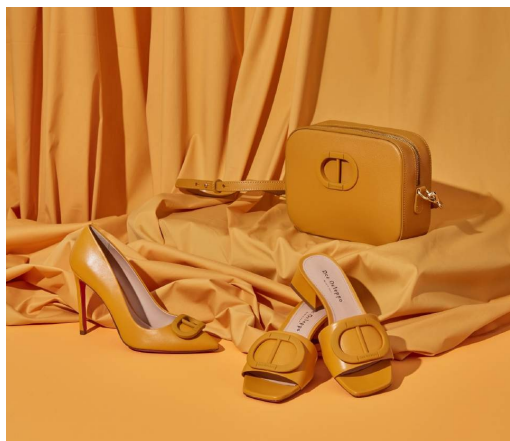


WHO WE ARE

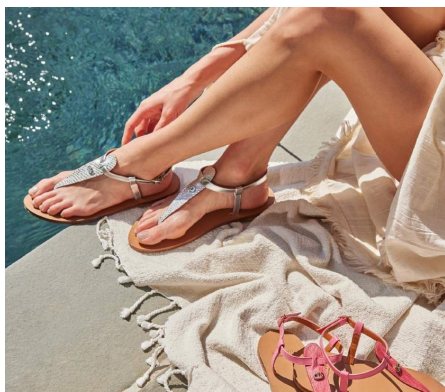


Founded by entrepreneur, philanthropist, and designer, Dee Ocleppo-Hilfiger, our collection of luxury shoes, handbags, and ready-to-wear marry the exceptional quality of Italian manufacturing with an unmistakably American point-of-view.



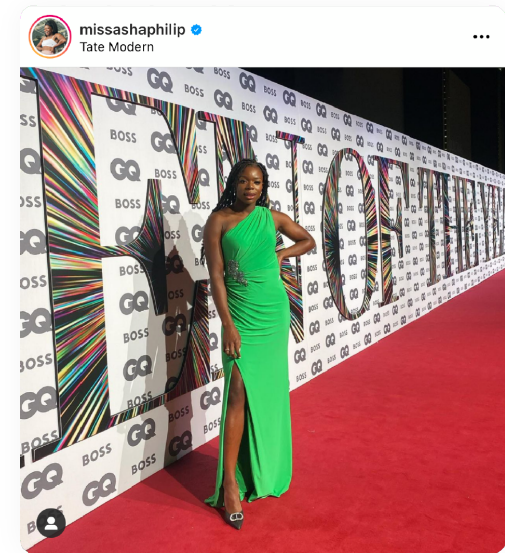








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Forbes

Oct 13, 2021, 07:16pm EDT | 708 views

Office Comfort Style Is Key For Success In Fall/Winter 2022

Joseph DeAcetis Contributor
Style & Beauty
I cover beauty, fashion and beauty.

As days are getting colder, and offices are re-opening preparations for the coming season. While fall/winter past seasons, comfort remains an exciting trend and pieces could not be any more fun to create.

No doubt, as employees return to their offices and return. Truthfully, whether people are working in their's an urban vibe blending artistic expression finest materials to create a romantic vision.

This season, *relaxed-meets-smart* tailoring offers a word, comfort came to be mostly due to the pandemic in consumer trends toward comfort all signal a re-offerings include complete-set features color-contrast softer with time, making lounging in style easy semi-formal settings.

Many of my viewers may think that they have seen product offerings both cozy and put-together wardrobe with messages of optimism and empowerment.



Dee Ocleppo: The Dee Ocleppo-Lugano Cashmere collection is a collection of timeless trends with a...
Dee Ocleppo-The Dee Ocleppo-Lugano Monogram Cashmere collection is the brand's first foray into ready-to-wear, offering an array of classic and comfy styles. The collection came to fruition partly due to the pandemic and shifts in consumer trends toward comfort while remaining effective and sophisticated. This collection features color-contrasting details and soft knits that only get softer with time, making lounging in style easy. The 100% cashmere track pants, crew neck sweater, bralette, and scarf are available for purchase separately but make the perfect cozy set for fall and can be personalized with your initial. Cashmere Track Pants: \$485, Cashmere Crew Neck Sweater: \$365, Cashmere Monogrammed Bralette: \$445, Cashmere Monogrammed Scarf: \$395.

Forbes


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21 Of The Best Knee High Boots To Stomp Around In Throughout Winter

— With jeans tucked in or under a slip skirt, these are the knee-high boots that will take you through the colder months and on into spring

BY NADARAH BIRD | OCT 16, 2021



15 OF 21

Lugano knee-high boots
Dee Ocleppo - £386

SHOP NOW

A sock boot to the extreme, these ribbed boots will be extremely comfortable, for all-day wear.

NADARAH BIRD, EXECUTIVE EDITOR (PHOTOS)
Nadarah Bird is the Executive Editor (Digital) at ELLE.


ELLE

FASHION / DESIGNER AND LUXURY

Dee Ocleppo Launches Cashmere Ready-to-wear

The 100 percent cashmere collection features four items that are personalized with initials.

By IMA LOCKWOOD | AUGUST 26, 2021, 12:04PM



Dee Ocleppo-Hilfinger COURTESY OF DEE OCLEPPO

Dee Ocleppo-Hilfinger, philanthropist, activist and creative director of Judith Leiber, will introduce a collection of cashmere ready-to-wear under the **Dee Ocleppo** label for fall 2021.

This marks her directly owned-brand's first foray into rtw and complements her handmade Italian accessories, both of which are separately owned from Judith Leiber.

The four-piece capsule, which officially launches today, is made of 100 percent cashmere.

WWD



Knit Picks

Inspired by beloved sitcom character Laverne DeFazio's signature curvy monogram, designer Dee Ocleppo pictured below introduces cozy cashmere sets you can customize with your own initial.

Dee Ocleppo sweater (\$385), sweatpants (\$485), hat (\$845), and scarf (\$399). 10 percent of proceeds benefit the breast Cancer Research Foundation. deecloppo.com

InStyle

NOTEWORTHY PRESS

FASHION / FASHION SCOOPS

Dee Ocleppo-Hilfiger Will Host First Livestream Show Sunday

She will highlight a selection of her new Laverne Monogram Cashmere collection, the Vespa Tote and her new fall footwear styles.

By [KIM LICHTENBERG](#) | SEPTEMBER 20, 2021, 10:00AM

Dee Ocleppo-Hilfiger

- Dee Ocleppo-Hilfiger, creative director of Judith Leiber and her own label, will host her first livestream show, Dee Tales with Dee Ocleppo, alongside Mary Alice Stephenson this Sunday.
- Ocleppo-Hilfiger will invite the audience into her home with an interactive experience that will include a game titled, "Amore/Nomroe," paying homage to Italy where her collections are manufactured. She'll also have a Q&A segment entitled "Dee-scribes," a play on her name. She and Stephenson will allow time for shoppers to discuss how they would style classic Dee Ocleppo pieces into their wardrobe.
- "I'm excited to share some of my favorite pieces from my recently launched Laverne Monogram Cashmere

WWD



PAP

Collaborations



Dee X Ashley Longshore collab



Dee X Ashley Longshore collab



**Dee X Melissa Odabash
sustainable collection collab**



Dee X Janine Shihadeh

Dee Ocleppo



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