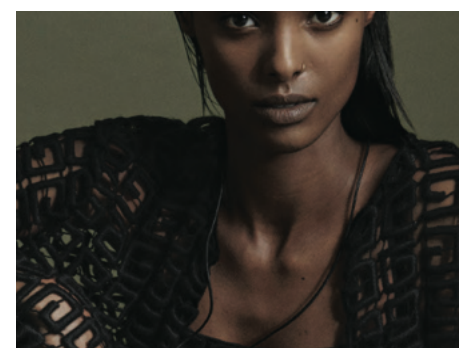


FALL 2022
**NEWBURG
 COLLECTION**
 URBAN UTILITY



who she is:

*Always in demand but never demanding. Our First Best Customer manages to make the role of being the **PRESIDENT** of Strategy and Content at a digital company look easy. With clear communication she encourages and inspires everyone she meets. Her personal style is coveted as well. With rustic edges that meet feminine flair, she plays with form and function, creating a juxtaposition of casual favorites and expressive basics. She's ready for anything -- a quiet stroll through an afternoon drizzle, impromptu dinner parties, or a solo coffee in the corner of a new downtown hotspot*

what she's seeking:

EFFORTLESSLY versatile styles that don't sacrifice femininity that can take her anywhere rain or shine

her motto:

"effortlessly cool"