




KATY  PERRY  
COLLECTIONS



# About

Katy Perry is a well-known designer in the fashion industry, creating trends for people seeking bold, fashionable, and glamorous designs at reasonable prices.

Her collection highlights her creative vision and distinctive style as a global popstar, offering a range of items such as casual sandals, vibrant sneakers, playful stilettos, and elegant pumps.

Katy Perry's fanbase plays a pivotal role in shaping her public image and reputation, directly influencing how her brand is perceived in the market and contributing to a high level of consumer awareness.

# CEO

"I decided to take complete ownership and level up, find great partners, develop my team and put into practice all of the education I have learned — and just be that CEO boss that I want to be."

KATY  PERRY  
COLLECTIONS

PURRFECT  
VENTURES

FIREWORK  
FOUNDATION



MULTI-PLATINUM  
GLOBAL SUPERSTAR



PLAY



Katy Perry Collections is now 100% female-owned by Katy Perry.

# GLOBAL SUPERSTAR

- Tied with Michael Jackson for the most No. 1 singles from one album on the Billboard Hot 100 chart.
- Over 65 billion streams
- 57 million albums & 138 million tracks sold
- First female artist to have two music videos surpass 3 billion views each
- One of only five artists in history to have sold over 100 million certified digital singles
- First Capitol Records recording artist to join the RIAA 100 million Certified Songs Club
- Her 2015 Super Bowl Performance remains the highest-rated in the event's history

# SOCIAL


 **195M**

 **108.8M**

 **71M**

 **6.9M**

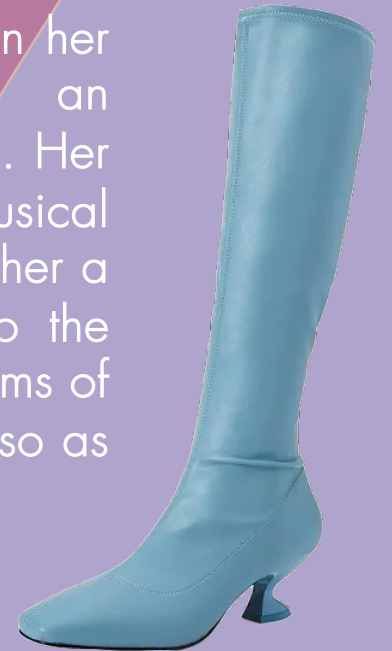
 **44M**

 **52M**

# American Idol



Katy Perry, seen here in her very own **Laterr Boots**, is currently on her sixth season as an American Idol judge. Her **unique style** and musical expertise has made her a valuable addition to the show, not only in terms of judging talent but also as a **fashion icon**.



**LATERR BOOT**

**“My shoe collection is inspired by my travels, my music, and my personal style.”**



Las Vegas, NV



In her Las Vegas residency “Play,” Katy’s larger-than-life performance showcases her creativity in a dazzling spectacle.



# KATY'S CORE PRODUCT

"My shoes are not just for special occasions, they're for everyday wear. They're perfect for work, play and everything in between." –Katy Perry



# EXTENDED SIZING

As a reflection of our commitment to inclusivity, we are proud to announce that we are taking strides towards a fully inclusive shoe line by introducing extended sizing options that cater to all genders.





# SUSTAINABLE STYLE

Katy Perry has made it her biggest mission within her brand to drive progress in sustainable design. As part of this initiative, the Geli sandals are crafted from recycled materials and are even recyclable themselves.



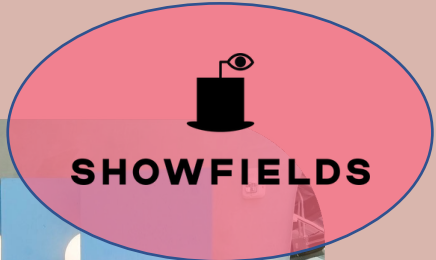
**katyperrycollections** It's glam to love the earth  
💋 Our classic Geli's are made with recycled components, and when you're done making your fashion statement, just remove the buckle to recycle! ♻️



# EXCLUSIVE RETAILERS

## ABOUT|YOU<sup>®</sup>

Katy Perry Collections is featured exclusively in Katy Perry's ABOUT YOU Campaign. ABOUT YOU is one of the most innovative & rapidly growing e-commerce sites in Europe.



Katy Perry Collections has partnered with **Showfields** in Miami, an innovative retail concept that combines technology, art, and creativity to offer an immersive shopping experience.

A pair of Katy Perry  
Collections shoes is...

*“an  
exclamation  
point at the  
end of an  
outfit!”*

-Katy Perry



# TIME TRAVELER

FALL 2023 HIGHLIGHTS

a space unknown...

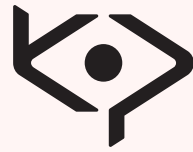


# SUPER FUTURE

WINTER 2023 HIGHLIGHTS

an experience unmet...





KATY PERRY  
COLLECTIONS

X



**WWD**  
WOMEN'S WEAR DAILY

FASHION / FASHION SCOOPS

## Katy Perry Relaunches Shoe Line With Spring Collection

The Grammy-nominated musician talks buying back her namesake shoe label and relaunching with a collection that reflects her sophisticated, yet playful style.

By **LAYLA LECH** MARCH 29, 2022, 12:01AM



Katy Perry is doubling down on the shoe category with her latest spring collection.

The Grammy-nominated musician is releasing her new footwear collection on Tuesday as part of the relaunch of her **Katy Perry Collections** brand. This is the first collection Perry has released since retaining ownership of the label she first launched in 2017 with Global Brands Group.

"I had the opportunity to either let my brand kind of slowly fade away into nothingness, or take on the challenge and bet on myself, as I do most of the time, and just up my game and really mean what I say when I say I want to be that boss ass b—h," Perry said during a Zoom interview.

Perry's new spring collection is made up of 19 styles split between two themes: floral and beach. The collection includes styles like platform heels, kitten heels, loafers, sandals, sneakers and wedges in patterns like gingham and floral and materials like vegan leather, PVC and canvas. The collection will be available on the brand's new website, as well as online at Nordstrom, Macy's and Belk.

# PRESS

**W**

STYLE NOTES

## Katy Perry Has No Plans to Stop Wearing "Weird Ass Things"

REFINERY29

## Ballet Flats Trend Is Back — How To Style Them For 2022

SHELBY YING HYDE

LAST UPDATED DECEMBER 2, 2022, 1:22 PM



3 Katy Perry and Peeps kick off a new collab

Katy Perry Collections teamed with the candy brand to create a sweet Easter Bunny-inspired jelly sandal. "I had to keep it!" the singer said. "What better way to celebrate spring?"



KATY PERRY COLLECTIONS

Fiery Orange Flats

BUY \$47.40 \$79.00 NORDSTROM

**billboard**

PRODUCT RECOMMENDATIONS

## Here Are 7 Celebrity-Owned, Eco-Friendly Brands to Shop for Earth Day & Every Day

In honor of Earth Day (April 22), we've compiled a list of celebrity-owned brands that are conscious of their environmental footprint.

By **Rania Adfina, Latifah Muhammad** 04/22/2022



### Katy Perry's Katy Perry Collections

Katy Perry came to a crossroad with her brand, **Katy Perry Collections** was originally launched in 2017 in partnership with Global Brand Group. In March, Perry told **Women's Wear Daily** that she had the choice to either let the brand "slowly fade away into nothingness" or take on the challenge and "bet on myself." Perry relunched the brand with a vibrant array of spring styles split into floral and beach themes and available in solids and prints. The collection has sandals, platform heels, loafers, sneakers and more made from materials such as vegan leather, PVC and canvas.



**People**

CLOTHING

## Katy Perry's Spring Shoe Collection Is Her Best Yet

**DAILY BEAST**

**People**

LIFESTYLE > FOOD

## All the Food and Drink-Inspired Apparel and Accessories Out There

From a Hershey's-themed backpack to KFC hoodies, see all of the foodie finds on the market

By **People Staff** Updated on February 21, 2023 5:40 PM

01 PEEPS x KATY PERRY



**BYRDIE**

STYLE > WHAT TO WEAR

## What to Wear on New Year's Eve to Really Stand Out

Written by **BEILA GEMME** Updated on 01/12/22



Katy Perry Collections The Uphill Ankle Strap (\$119.00)

SHOP

LIFESTYLE > FOOD

## All the Food and Drink-Inspired Apparel and Accessories Out There

From a Hershey's-themed backpack to KFC hoodies, see all of the foodie finds on the market

By **People Staff** Updated on February 21, 2023 04:05 PM

04 Katy Perry x Peeps



Talk about a sweet style ding! Katy Perry's namesake shoe brand, Katy Perry Collections, teamed up with confectionery Peeps for two new styles, one being a nod to the KFC Gold card, which comes in either a bright yellow, electric blue or hot pink colorway and is adorned with a glossy Peep bunny motif. The second, a multi-colored good side, is more muted but still deliciously playful. Both retail for \$55.

"Anyone who knows me knows that Easter is one of my favorite holidays! I love bright colors, playfulness, and iconic shapes and motifs, so of course, when the opportunity to have our first brand collab is with PEEPS, I had to hop to it! What better way to celebrate spring?" Perry said in a statement.

Buy it! The Katy Perry Collections x Peeps shoes are available to purchase on <https://www.katyperry.com>, as well as select other retailers including Nordstrom, Macy's, and Amazon.

**ELLE**

Fashion > Shopping

## Here's Definitive Proof That Comfortable Wedding Shoes Actually Exist

Take it from a recent bride, don't bring blisters on your honeymoon.



BY **LAUREN PUCKETT-POPE** PUBLISHED: JUN 7, 2022

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Katy Perry Collections The Meadow Classic

Now 40% Off

\$77 at [katyperrycollections.com](https://www.katyperrycollections.com)

CREDIT: KATY PERRY COLLECTIONS



**POPSUGAR**

## I'm a Shopping Director, and These Are the 13 Items on My September Wish List

September 2, 2022  
By **MACY CADE WILLIAMS**

View On One Page

Photo 63 of 98



**FN3**

FOCUS > WOMEN'S

MAR 29, 2022 5:00AM EDT

## Katy Perry on Buying Her Shoe Brand: 'I Decided to Level Up and Be That CEO Boss That I Want to Be'

By **Shannon Adaku**



It's kitten heel sandal from her spring/summer '22 collection. The rest of her Katy Perry Collections brand from Global Brands Group.

Everything good must come to an end — or so goes the logic behind most celebrity fashion lines. They can be red-hot one minute, but destiny eventually fades them out, through the expiration of a licensing deal, a career transition and so on.

Not so for Katy Perry. When the singer and entrepreneur learned of the July 2021 bankruptcy filing of Global Brands Group, the holding company that served as co-owner and manufacturer of footwear brand Katy Perry Collections, she took matters into her own hands.

"I was faced with the choice of fading away into obscurity with this line that I have worked so hard on for five years and that is just kind of coming out of its infancy and finding its strengths. Or just leveling up," Perry told FN in a phone interview last week. "I just decided to take complete ownership and level up, find great partners, develop my team and put to practice all of the education I have learned — and just be that CEO boss bitch that I want to be."

# KEY MOMENTS

**JUNE 2008**

"One of the Boys"  
release

**AUG 2010**

"Teenage Dream"  
album release

**FEB 2011**

Embarked on 11-  
month "California  
Dreams" world  
tour

**MAY 2014**

Embarked on 17-  
month "Prismatic"  
world tour

**JUNE 2017**

"Witness" album  
release

**SPRING 2018**

Started as judge  
on American Idol

**AUG 2020**

"Smile" album  
release

**JUNE 2021**

Acquired 100%  
ownership of  
Purrfect Ventures  
& relaunched  
Katy Perry  
Collections

**JAN 2009**

Embarked on 10-  
month "Hello  
Katy" world tour

**NOV 2010**

First fragrance  
launches

**OCT 2013**

"Prism" album  
release

**SPRING 2017**

Katy Perry  
Collections debut

**SEPT 2017**

Embarked on 11-  
month "Witness:  
The Tour" world  
tour

**SUMMER 2019**

Launched Camp  
Firework,  
Firework  
Foundations  
premiere program

**DEC 2021**

Launched "PLAY"  
Vegas residency



# STOCKISTS

katyperrycollections.com

amazon.com

NORDSTROM

★macy's

Zappos.com

VON MAUR

Dillard's

ABOUT  
YOU<sup>®</sup>

zalando

belk

HUMANIC

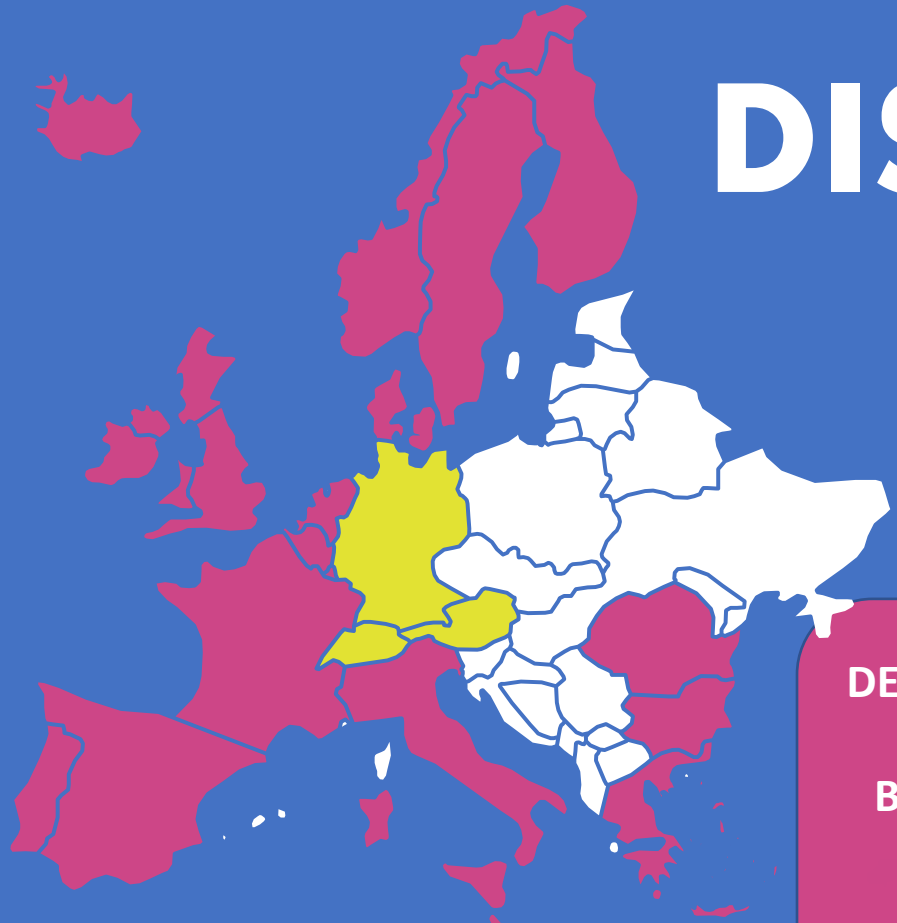
VERI  
SHOP

▲ LUISAVIAROMA



KATY  PERRY

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KATY  PERRY

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