



ASHER MARIE

MEDIA KIT

## The Brand



Launched in 2015 by CEO and principal designer Kaylee Schatz-Berg, the ASHER MARIE collection features stunning Moroccan, mosaic and tribal inspired prints in a variety of flattering styles. Each piece delivers a unique blend of resort sophistication and classic styling that makes any ASHER MARIE piece a wardrobe essential.

### *It is All in the Details*

Every design detail, from the silky smooth stretch fabric and vibrant prints, to the hand sewn finishes exhibits the superior quality that is inherent in every ASHER MARIE piece. The ASHER MARIE collection is proudly produced in the United States, a commitment that helps sustain jobs right here at home. ASHER MARIE is driven to provide on-trend fashion, combining comfort, with colorful style.

### *Easy Wear + Easy Care*

As a resort-driven lifestyle collection, whether you are traveling for business or pleasure, putting on an Asher Marie piece for work, meeting up with a friend for a spa day, or celebrating a memorable occasion with your loved one, you can count on ASHER MARIE for a comfortable and stylish look, that is easy to wear and easy to care for and maintain -- for all of life's adventures.

To learn more about ASHER MARIE, please visit:  
<http://www.ashermariecollection.com>

## The Founder



While born just outside of Washington, DC, Kaylee Schatz-Berg spent most of her early childhood immersed in the outdoor abundance of the Paradise Coast in Naples, Florida. Naples' beauty offered Kaylee the perfect backdrop to motivate hard work, perseverance and an appreciation for sunny skies, salty air and nature's endless beauty.

At the age of seven, it was clear Kaylee's surroundings began manifesting daily inspiration. In creatively accessorizing her otherwise basic wardrobe ensembles, Kaylee became determined to push the limits. Attending private school, daily uniforms often limited her ability to express herself. Nevertheless, Kaylee found a way to defy the status quo by decorating her saddle shoes with markers and colorful tape, rolling her skirts to shorter lengths, tie-dying her socks and accessorizing her basic white shirts and backpacks with colorful patches and fabric swatches. Perhaps this initiated her lifelong love for art, design, and individual expression.

After college, Kaylee pursued a decade long career in marketing, real estate and interior design in both the Washington, D.C. and Raleigh, North Carolina suburbs. While surrounding herself with beautiful design, eclectic people and dynamic visual stimulation, Kaylee believed she was destined for something more encompassing of her passions. She wanted to find an even larger platform to share her love of design, travel and fashion. And in keeping with that goal, the ASHER MARIE collection was born! After marrying her husband Jake, and becoming a mommy to their son Asher, Kaylee became increasingly aware of the need for women to feel passionate about their overall sense of self and create vibrancy in their daily lives. After the recent birth of her second son, she is more inspired than ever to provide comfortable, easy to care for clothing for women around the globe!

*Asher Marie offers a lifestyle collection for all seasons that delivers globally inspired pieces, at an affordable price point, graciously complementing today's most dynamic woman.*

It's easy as a working wife and mother to get lost in our daily routines and to focus all of our energy outwards, perhaps sacrificing a piece of ourselves. My goal for ASHER MARIE is to remind women of our independent beauty and to offer a bit of joy through our fashionable pieces. Each season we work diligently in the design studio to carefully formulate a synergy between comfort and style. And in keeping that mission in mind, I am so pleased to present you with the ASHER MARIE collection.

*Xo Kaylee*

## The Lookbook



### STAINED GLASS MARISSA SHIFT DRESS

Suggested Retail: \$158

- 84% Polyester 16% Spandex
- $\frac{3}{4}$  Sleeve
- V-Front
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric origin: Imported
- Made in the USA



### SUNDAZED JOY SHIFT DRESS

Suggested Retail: \$138

- 97% Polyester 3% Lycra
- $\frac{3}{4}$  Sleeve
- V-Front
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric Origin: Imported
- Made in the USA

## The Lookbook



### LAVA LOVE KIM TUNIC DRESS

Suggested Retail: \$98

- 92% Polyester 8% Lycra
- Empire waist
- V-Front
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric origin: Imported
- Made in the USA



### VELOCITY PIPPA FAUX WRAP DRESS

Suggested Retail: \$108

- 94% Polyester 6% Spandex
- Cap sleeve
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric Origin: Imported
- Made in the USA

## The Lookbook



### FULL SPECTRUM RACHEL TANK DRESS

Suggested Retail: \$108

- 80% Nylon 20% Spandex
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric origin: USA
- Made in the USA



### BIRDS IN FLIGHT SHARICE TANK DRESS

Suggested Retail: \$108

- 97% Polyester 3% Spandex
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric origin: USA
- Made in the USA

## The Lookbook



### KALEIDOSCOPE KAYLEE SIGNATURE TUNIC DRESS

Suggested Retail: \$168

- 80% Nylon 20% Spandex
- Deep V-Front
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric origin: USA
- Made in the USA



### ROYAL PALM KAYLEE SIGNATURE TUNIC DRESS

Suggested Retail: \$168

- 80% Nylon 20% Spandex
- Deep V-Front
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric origin: USA
- Made in the USA

## The Lookbook



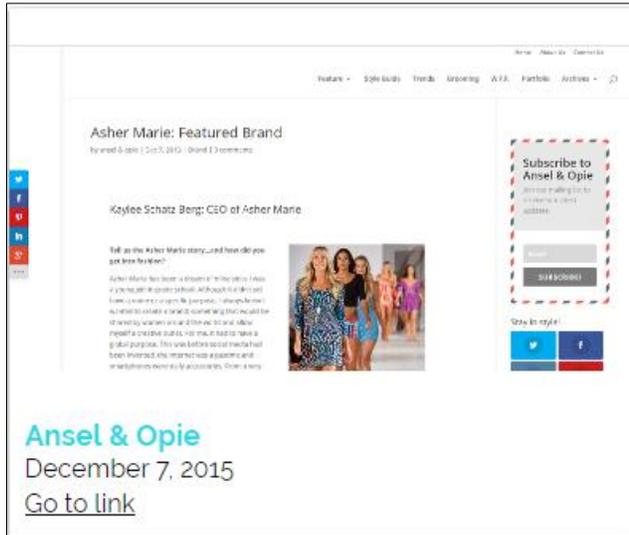
### TRAPEZE DESIREE TRAVEL PANT

Suggested Retail: \$98

- 95% Polyester 5% Spandex
- Machine washable
- Unlined
- Sizes: XS-L
- Fabric origin: Imported
- Made in the USA

## Press: August 2015 – Present

Click on each image below to be taken to the corresponding link.



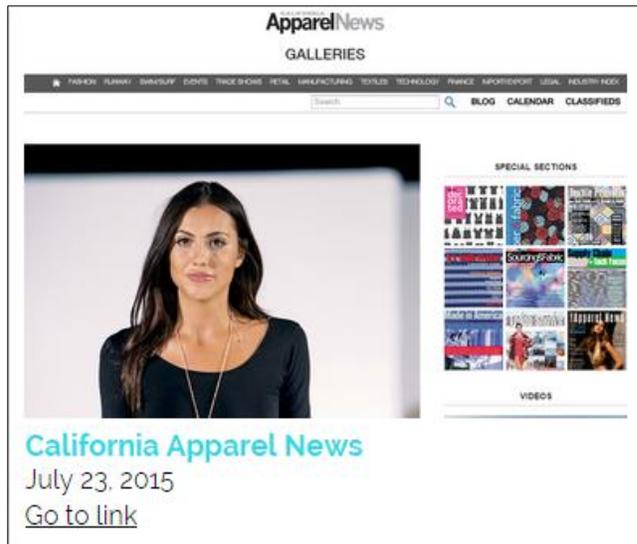
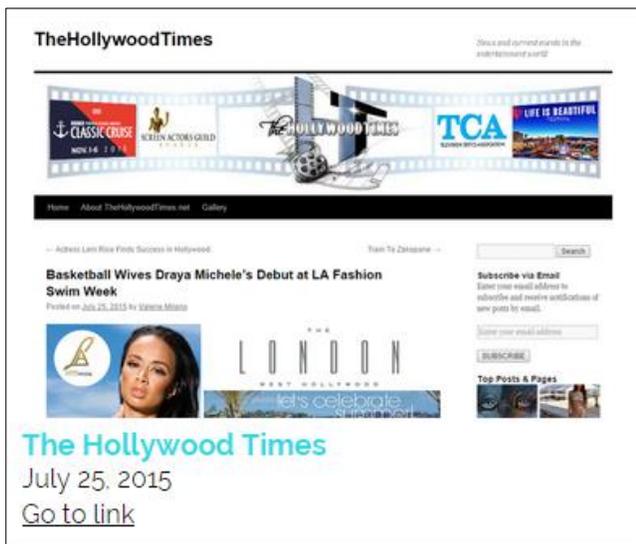
## Press: July 2015 - August 2015

Click on each image below to be taken to the corresponding link.



For full press coverage, please visit:  
<http://www.ashermariecollection.com/press>

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Click on each image below to be taken to the corresponding link.



3rd image from left: Model is wearing the Rachel full spectrum print tank dress from the Asher Marie Collection

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LA Swim Week photos

**Naluda Magazine**  
July 2015  
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**ASWIMWEEK**

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Kaylee Schatz-Berg

While born just outside of Washington, DC, Kaylee Schatz-Berg spent most of her early childhood summers in the outdoor abundance of the Paradise Coast in Naples, Florida. Her family's beachfront offered Kaylee the perfect backdrop to cultivate her love for swimwear, sunbathing and an appreciation for sunny skies, salty air and nature's endless beauty.

**Los Angeles Swim Week**  
July 2015  
[Go to link](#)



LOS ANGELES  
**ASWIMWEEK**

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The  
**LONDON**  
Hotel  
West Hollywood

**ASWIMWEEK**  
July 23 2015

**Los Angeles Swim Week**  
July 2015  
[Go to link](#)



**NALUDA**

**Naluda Magazine**  
July 2015  
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For full press coverage, please visit:  
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**Courtney Fashionista**

May 31, 2015

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**Studio Art Lab Magazine**

June 2015

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**LA Fashion Week**

June 2015

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**NALUDA MAGAZINE**

June 2015

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<http://www.ashermariecollection.com/press>

Press: Featured Fashion Designer at Los Angeles Swim Week – July 23, 2015



Model wearing Stained Glass Marissa Dress



Full Spectrum Elyse Athleisure Short



Model wearing Birds-in-Flight Sharice Dress



Model wearing Trapeze Desiree Travel Pant

Press: Featured Fashion Designer at Los Angeles Swim Week – July 23, 2015



Model wearing Kaleidoscope Kaylee Signature Tunic



Model wearing Sundazed Joy Dress



Model wearing Royal Palm Kaylee Signature Tunic



Model wearing Lava Love Kim Tunic



Model wearing Full Spectrum Rachel Dress



Model wearing Ibiza Blaise Mini Skirt



Finale



## Quote Worthy Thoughts



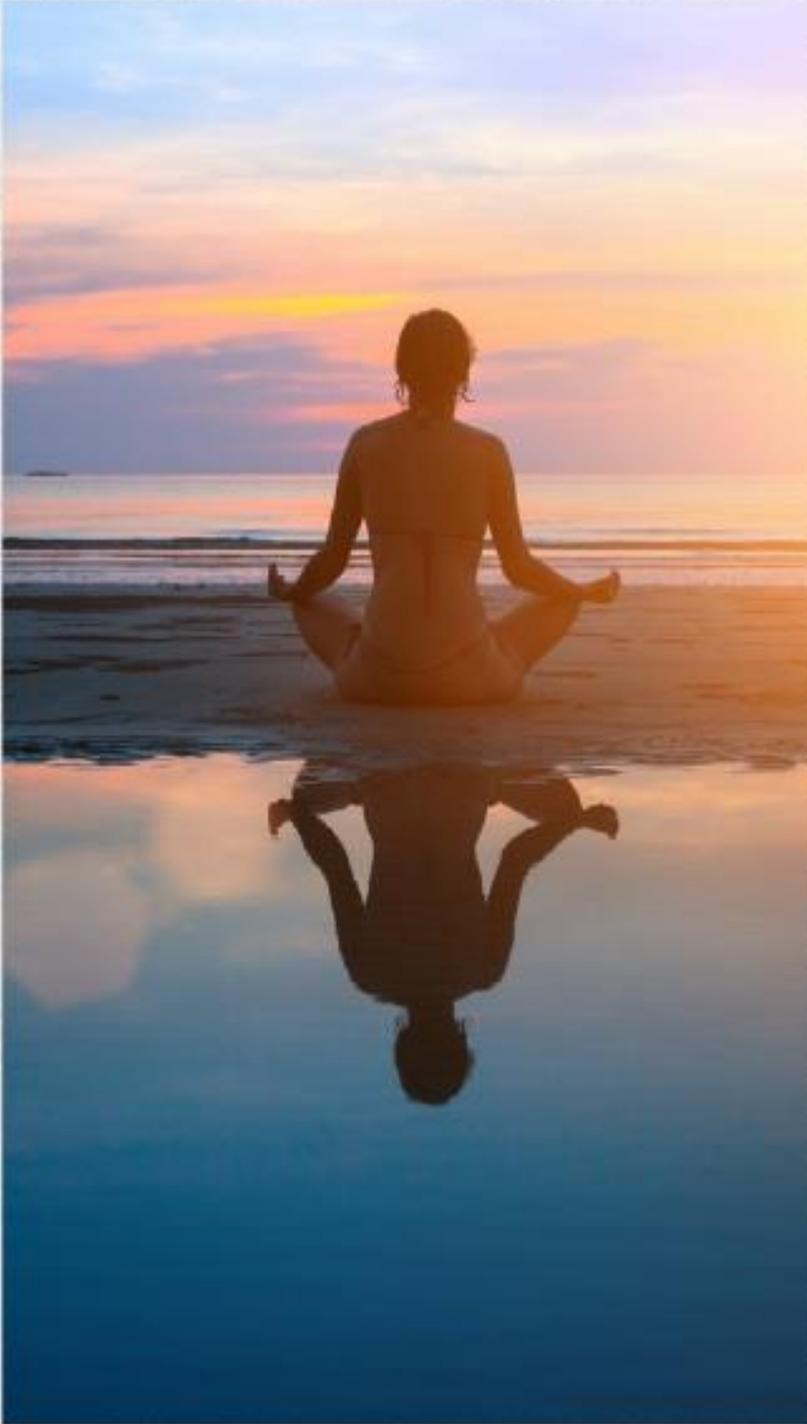
"Vibrant prints  
and patterns offer  
a bit of inner  
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Channel your  
colors outward!"

*-Kaylee*

CEO and Principal Designer



## Quote Worthy Thoughts



"Success requires  
an artful mind,  
healthy body,  
graceful spirit  
and bit of style!"

-Kaylee

CEO and Principal Designer



ASHER MARIE

## Quote Worthy Thoughts



"At Asher Marie,  
there are only  
beautiful spirits  
between our  
seams."

- Kaylee

CEO and Principal Designer



ASHER MARIE

## Quote Worthy Thoughts



"Asher Marie offers pieces that transition from day to night with a quick swap of the heels and some lipstick!"

*-Kaylee*

CEO and Principal Designer



## Quote Worthy Thoughts



Grab our quotes below for easy insertion into your article, story or blog post:

"Vibrant prints and patterns offer a bit of inner expression for the world to see. Channel your colors outward!"

- Kaylee Schatz-Berg, CEO and Principal Designer of Asher Marie

"Success requires an artful mind, healthy body, graceful spirit and bit of style!"

- Kaylee Schatz-Berg, CEO and Principal Designer of Asher Marie

"At Asher Marie, there are only beautiful spirits between our seams."

- Kaylee Schatz-Berg, CEO and Principal Designer of Asher Marie

"Asher Marie offers pieces that transition from day to night with a quick swap of the heels and some lipstick!"

- Kaylee Schatz-Berg, CEO and Principal Designer of Asher Marie

## Frequently Asked Questions (FAQ)



### **Who is the founder of Asher Marie and where is she from?**

Our CEO and principal designer is no other than Kaylee Schatz-Berg. She was born in Washington, D.C., but grew up on the Paradise Coast of Naples, Florida.

### **How did the Asher Marie brand name originate?**

Kaylee's first-born son is named Asher, which means, "happy and blessed." Kaylee's middle name is Marie, which is also her grandmother's first name, a tradition that spans four generations. She couldn't think of a better way to pay tribute to her family legacy than to combine these names to create her official brand name, "Asher Marie."

### **What prompted Kaylee to become a fashion designer?**

She has had a love for fashion and design from a very young age, and thought there was no better time than now to launch her collection and fulfill her lifelong dream.

### **What is the inspiration behind the beautiful prints in every Asher Marie piece?**

Our gorgeous prints are inspired by celebration! Deep moonlit conversations about love and life; barefoot walks on the beach with the sun at your back; colorful markets filled with the ripe fruits of the Caribbean; exotic tiles handcrafted in Europe; trips with sisters and your best girlfriends. Asher Marie takes a piece of every memorable experience and captures it with a vibrant and globally inspired print.

### **What is the Asher Marie brand mantra?**

Asher Marie offers a lifestyle collection for all seasons that delivers globally inspired pieces, at an affordable price point, graciously complementing today's most dynamic woman.

### **What is your current product offering?**

For our initial capsule collection, we are offering nine SKUs including dresses, tunics and one travel pant. We look forward to offering more travel pants, printed athleisure-wear including shorts, capris and skirts for Spring/Summer 2016.

### **Who do you consider your target market?**

We design our clothing to be worn by women from their twenties and beyond.

### **What is Asher Marie known for?**

We are known for reasonably high fashion at an affordable price point. We are passionate about creating pieces that effortlessly transition from day to night, and satisfy the live/work/play approach to a contemporary and dynamic lifestyle.

### **Where can I buy the Asher Marie Collection?**

We invite you to shop with us online and in select boutiques coming soon.

## Social Media



Click on each icon below to be taken directly to each of the following Asher Marie social media channels:



## Connect



**Press:**

[ashermariecollection@gmail.com](mailto:ashermariecollection@gmail.com)

T: (919) 449-8870

**Business Inquiries & Wholesale:**

[ashermariecollection@gmail.com](mailto:ashermariecollection@gmail.com)

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**Website:**

<http://www.ashermariecollection.com>