Beat: Lifestyle

WHP GLOBAL COMPLETES ACQUISITION OF VERA WANG BRAND

ACQUISITION OF THE INTELLECTUAL PROPERTY

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USPA NEWS - WHP Global, a Leading Brand Management Firm based in New York, announced the Successful Acquisition of the Intellectual Property of the Iconic VERA WANG Fashion Brand...

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As Part of the Transaction, Vera Wang will continue in her Role as Founder & Chief Creative Officer, and she is also a Shareholder in WHP Global. WHP Global's Brand Portfolio includes more than 14 Powerful Consumer Brands that generate over $7 Billion in Global Retail Sales annually across Fashion, Sports, and Hardgoods.

ABOUT VERA WANG

Vera Wang, a Native New Yorker who has spent her Career at the Forefront of Fashion, initiated a Radical Change in the Wedding Industry in 1990 with the Opening of her Flagship Salon at the Carlyle Hotel in New York. Today, the Vera Wang Brand reflects her Vision of Creating a Lifestyle that goes beyond Bridal Fashion and Ready-To-Wear, and extends to Celebrity Dressing, Fragrances, Accessories and Home.

Source: WHP Global

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