

# **CHRISTINE TEDESCO**

---

*Iris Meets INC Campaign*  
**Iris Apfel and INC International Concepts**



# THE INIMITABLE IRIS APFEL

SHARES HER IRREVERENT WISDOM  
AND FAVORITE MODERN MOD LOOKS  
FROM INC'S FALL 2016 COLLECTION.



FIND EVERYTHING FEATURED IN THESE PAGES BY SEARCHING  
IRIS MEETS INC IN YOUR MACY'S APP OR ON MACYS.COM.



Download the Iris emoji  
keyboard    
or visit [INCemojis.com](http://INCemojis.com)

Buy One of 95 Limited Edition  
Iris Pink Pom-Pom Necklaces!

To celebrate Iris' birthday we created this special piece inspired  
by her love of oversized accessories. \$49.50. Web ID:2962213

FIND IRIS' CURATED COLLECTION ONLINE, AND IN STORES BY LOOKING FOR THE IRIS EMOJI HANGTAG.



“How many  
95-year-old  
cover girls do  
you know?”

**MIXED-MEDIA MOTO \$119.50**

Black. Misses' XS-XXL.  
Web ID: 2932946.

**SLEEVELESS MOCK-NECK SWEATER \$49.50**

Black. Misses' XS-XXL. Web ID: 2905146.  
Petites' PP-PXL. \$49.50. Web ID: 2936183.

**FLARE PANTS \$79.50**

Floral Print. Misses' 0-18  
Web ID: [REDACTED]

**AADI BY INC FLAT \$79.50**

Black. Sizes 5-10, 11.  
Web ID: 2925067.

**NECKLACE**

\$34.50.

**LINK NECKLACE**

\$39.50.

**ASSORTED BRACELETS \$24.50-\$39.50**

All clothing, shoes, handbags, and jewelry by I-N-C International Concepts.  
Advertised merchandise may not be carried at your local Macy's, and selections may vary by store.

# Direct Mail

This page right  
**STRIPED REVERSIBLE SWEATER \$59.50**  
 Multi, Misses' XS-XXL  
 Web ID: 2933025.  
**SUM SAILOR FLARE DENIM \$79.50**  
 Black, Misses' 0-18  
 Web ID: 2671839.

This page below  
**FAUX LEATHER PEPLUM JACKET \$99.50**  
 Cognac, Rayon with Polyurethane Coating,  
 Misses' XS-XXL, Web ID: 2926346.  
 Petites' PP-PXL \$99.50.  
 Web ID: 2936283.  
 Women's 0X-3X \$109.50.  
**COLD-SHOULDER BLOUSE \$69.50**  
 Floral Print, Misses' 0-18.  
 Web ID: 2933012.

FIND EVERYTHING FEATURED  
 IN THESE PAGES BY SEARCHING  
**IRIS MEETS INC IN YOUR MACY'S APP  
 OR ON MACYS.COM.**

This page left  
**RUFFLE FRONT FAUX-SUEDE  
 SWEATER \$89.50**  
 Cognac, Print, Polyester/Rayon/  
 Back & Sleeve: Rayon/Nylon,  
 Misses' XS-XXL, Web ID: 2933043.  
 Petites' PP-PXL \$92.50, Web ID: 2946223.  
 Women's 0X-3X \$79.50.  
**LACE PULLOVER \$79.50**  
 Black, Misses' XS-XXL  
 Web ID: 2928300.  
 Women's 0X-3X \$89.50.  
**HIGH-WAIST SLIM FLARE  
 DENIM \$79.50**  
 Black Wash, Misses' 0-18  
 Web ID: 2882311/2880492.  
 Women's 14W-24W \$59.50.  
**HOBO HANDBAG \$109.50**  
 Web ID: 2921224.  
**TAYTEE BY INC  
 BOOT \$129.50**  
 Black, Suede, Sizes 5-11, 12.  
 Web ID: 2885580.  
**CHOKER \$24.50**  
**RING \$26.50**

This page right  
**LONG-SLEEVE  
 EMBROIDERED TEE \$69.50**  
 Black/Cognac, Misses' XS-XXL  
 Web ID: 2928232.  
 Women's 0X-3X \$79.50.  
**HIGH-WAIST PULL-ON  
 BOOT LEG \$69.50**  
 Black, Misses' 0-18, Web ID: XXXXX.  
 Petites' OP-16P \$69.50.  
 Web ID: 2965599.  
**TAYTEE BY INC BOOT \$129.50**  
 Black, Sizes 5-11, 12, Web ID: 2885580.

*Vibrant hues, statement  
 graphics, and details  
 that pop; they're all part of today's anything-goes attitude.*

## ECCLECTIC COMPANY

**TASSEL SADDLE BAG \$69.50 EACH**  
 Web ID: 2857081.

**COLD-SHOULDER BLOUSE \$69.50**  
 Floral Print, Misses' XS-XXL  
 Web ID: 292660.  
 Petites' PP-PXL \$69.50.  
 Web ID: 2936193.

**FAUX-SUEDE DRAPE  
 FRONT SWEATER \$69.50**  
 Rust, Front: Polyester/  
 Spandex, Back/Sleeve:  
 Rayon/Nylon, Misses' XS-XXL  
 Web ID: XXXXX.  
 Women's 0X-3X \$79.50.

**FLARE DENIM \$79.50**  
 Tikigo Wash,  
 Misses' 0-18.  
 Web ID: 2928253/  
 2932947.

# DOWN TO EARTH

*Opt for an opulent mix of supple  
 suede and soft knits in a palette  
 of rich sienna shades.*

**SEMI-PRECIOUS STONE PENDANT \$44.50**  
**SEMI-PRECIOUS STONE NECKLACE \$34.50**  
**SEMI-PRECIOUS STONE BRACELET \$49.50**

**SLEEVELESS MOCK-  
 NECK SWEATER \$49.50**  
 Rust, Misses' XS-XXL  
 Web ID: 2905146.  
 Petites' PP-PXL \$49.50.  
 Web ID: 2936183.

**TAYTEE BY INC  
 BOOTIE \$129.50**  
 Spiced Orange,  
 Snake Print, Sizes 5-11, 12.  
 Web ID: 2885580.

**LACE-TRIM  
 CAMI \$39.50**  
 Rust, Misses' XS-XXL  
 Web ID: 2932954.

*"I adore a  
 flare pant. The  
 shape is really  
 smashing."*

This page  
**FAUX-SUEDE DRAPE FRONT  
 JACKET \$119.50**  
 Cognac, Polyester/Spandex,  
 Misses' XS-XXL  
 Web ID: 2932955.  
 Petites' PP-PXL \$119.50  
**COLD-SHOULDER  
 BLOUSE \$69.50**  
 See facing page  
**FLARE DENIM \$79.50**  
 See facing page  
**SEMI-PRECIOUS  
 STONE BRACELET \$49.50**  
 See facing page

**HADU BY INC BOOT \$139.50**  
 Taupe, Black, Sizes 5-11, 12.  
 Web ID: 2898958.

**FAUX-SUEDE MOTO  
 \$159.50**  
 Snake Print, Polyester/  
 Spandex, Misses' XS-XXL  
 Web ID: 2933103.  
**LACE-TRIM CAMI \$39.50**  
 Black/White,  
 Misses' XS-XXL  
 Web ID: 2932754.  
**HIGH-WAIST  
 BOOT LEG \$69.50**  
 Black,  
 Misses' 0-18.  
 Web ID:  
 2880372/  
 2891334.  
 Petites' OP-16P  
 \$69.50.  
 Web ID:  
 2745759.  
 Women's  
 14W-24W  
 \$79.50.

**BELTED SWEATER  
 TUNIC \$99.50**  
 Multi, Misses' XS-XXL  
 Web ID: 2933061.  
**BOOTLEG DENIM \$69.50**  
 Phoenix Wash, Misses' 0-18.  
 Web ID: 2880457/2907625.  
 Petites' OP-16P \$69.50.  
 Web ID: 2871622.  
**TAYTEE BY INC  
 BOOTIE \$129.50**  
 Black, Sizes 5-11, 12.  
 Web ID: 2885580.

*"I like to  
 improvise by  
 mixing textures  
 and patterns.  
 It keeps life  
 interesting!"*

**SEQUIN LACE TEE \$69.50**  
 Burgundy, Misses' XS-XXL  
 Web ID: 2926896.  
**FAUX-SUEDE LEGGINGS \$79.50**  
 Cognac, Polyester/Spandex,  
 Misses' 0-18.  
 Web ID: 2933055/2933070.  
 Petites' OP-16P \$79.50.  
 Web ID: 2936229.  
**BRACELET \$34.50**  
**KENJAY BY INC PUMP \$79.50**  
 Ombre Taupe, Sizes 5-11, 12.  
 Web ID: 2891058.

**CROSSOVER SWEATER WITH  
 BUCKLE \$79.50**  
 Cognac, Misses' XS-XXL  
 Web ID: 2933056.  
**FIVE-POCKET BOOT LEG \$79.50**  
 Black, Misses' 0-18  
 Web ID: 2828264/2933060.  
**KENJAY BY INC PUMP \$79.50**  
 Black, Sizes 5-11, 12.  
 Web ID: 2515365.

*When it comes to texture and shine,  
 more really is more,  
 so layer it on and  
 never look back.*

## FREE SPIRIT

Advised merchandise may not be carried at your local Macy's, and selections may vary by store.

*"I love  
 denim, I'm  
 probably the  
 first woman  
 in America  
 to wear jeans."*

This page left  
**HAND-KNIT  
 COLD-SHOULDER  
 SWEATER \$99.50**  
 Blue, Misses' XS-XXL  
 Web ID: 2933137.  
**PATCHWORK FLARE  
 DENIM \$99.50**  
 Rose Wash,  
 Misses' 0-18  
 Web ID: 2933138.  
**TAYTEE BY INC  
 BOOT \$129.50**  
 Snake Print,  
 Sizes 5-11, 12.  
 Web ID: 2885580.

This page right  
**PATCHWORK MOTO  
 JACKET \$119.50**  
 Denim Multi,  
 Misses' XS-XXL  
 Web ID: 2933195.  
**SLEEVELESS MOCK-  
 NECK SWEATER \$49.50**  
 White, Misses' XS-XXL  
 Web ID: 2905146.  
**FIVE-POCKET SKINNY  
 DENIM \$69.50**  
 Tikigo Wash,  
 Misses' 0-18  
 Web ID: 2907350/  
 2867463.  
 Petites' OP-16P \$69.50.  
 Web ID: 2871602.  
 Women's  
 14W-24W, \$79.50.

**CLUTCH \$129.50**  
 Web ID: 2892824.  
**TEXTURED SWEATER  
 JACKET \$119.50**  
 Navy, Misses' XS-XXL  
 Web ID: 2933160.

*See and be seen in a head-to-toe  
 mix of patchwork motos,  
 high-rise silhouettes  
 and fab denim flares.*

DISCOVER A WORLD  
 OF INC DENIM USING  
 OUR "FIND YOUR FIT" TOOL  
 BY SEARCHING INC DENIM  
 IN YOUR MACY'S APP  
 OR ON MACYS.COM

This page  
**LONG-SLEEVE RIB  
 SWEATER DUSTER \$79.50**  
 Blue, Misses' XS-XXL  
 Web ID: 2894407.  
**COLORBLOCK LACE TEE \$89.50**  
 Black/Navy, Misses' 0-18.  
 Web ID: 2929416.  
**FLARE DENIM \$79.50**  
 Tikigo Wash, Misses' 0-18.  
 Web ID: 2928253/2932947.  
**TAYTEE BY INC  
 BOOTIE \$129.50**  
 Black, Sizes 5-11, 12.  
 Web ID: 2885580.

*Advised merchandise may not be carried at your local Macy's, and selections may vary by store.*

## ALL FOR INDIGO



# Campaign Email

**A**

## IRIS MEETS INC

The inimitable Iris Apfel shares her irreverent wisdom & favorite mod looks from INC's Fall 2016 Collection.

## MOD MOD WORLD

"I adore the mod style... it really is fun."

[SHOP NOW](#)

**B**

## HIGH DEFINITION

Faux leather & romantic lace make a strong impression in optic black & white.

[SHOP NOW](#)

## ALL FOR INDIGO

See & be seen in a head-to-toe mix of patchwork motos, high-rise silhouettes & fab denim flares.

[SHOP NOW](#)

**C**

## DOWN TO EARTH

Opt for an opulent mix of supple suede & soft knits in a palette of rich sienna shades.

[SHOP NOW](#)

## FREE SPIRIT

When it comes to texture & shine, more really is more. So layer it on & never look back.

[SHOP NOW](#)

# Social Media: Instagram



**incinternationalconcepts** • **Folk**

incinternationalconcepts Wild at heart: Iris Apfel rocks our snakeskin print trench—one of her fave pieces from the #IRISMEETSINC fall collection. #INCStyle

227 likes  
OCTOBER 3, 2016

Log in to like or comment.



**incinternationalconcepts** • **Folk**

incinternationalconcepts Snake charmer: Iris Apfel in one of her favorite modern mod looks from our fall lineup. #fashionista #IrisMeetsINC  
brightpinkstudio

320 likes  
SEPTEMBER 8, 2016

Log in to like or comment.




**incinternationalconcepts** • **Folk**

incinternationalconcepts We're getting into the swing of things for fall. #INCStyle  
slushkov.nikolay Мне очень симпатичен ваш аккаунт

222 likes  
SEPTEMBER 17, 2016

Log in to like or comment.



**incinternationalconcepts** • **Folk** Verified

incinternationalconcepts Bangles are like boy toys; the more the merrier. #accessoriesoftheday #INCStyle  
susanriobo Nice shot  
fashionandf I want all of them!!  
livinartfully Love it!!!!!!

143 likes  
SEPTEMBER 13, 2016

Log in to like or comment.



**incinternationalconcepts** • **Folk**

incinternationalconcepts London calling? Answer with modern mod looks from our #IRISMEETSINC collection. #fallfashion #ootd  
starstel7 I lost my dress like this. Is there a way to rebuy it ?

205 likes  
SEPTEMBER 20, 2016

Log in to like or comment.



**incinternationalconcepts** • **Folk**

incinternationalconcepts Frills + flares = fabulous. #ootd #INCStyle #offshoulder  
nixgrls That top is a must!!!  
incinternationalconcepts Isn't it gorgeous? The top is available at macys.com using the Web ID #: 2926436! @xosheabutterox @nixgrls  
mommialaura Wow can I look that tall in those snazzy pants!!

243 likes  
SEPTEMBER 22, 2016

Log in to like or comment.

# Social Media: Facebook

**INC International Concepts**  
September 15, 2016 · 🌐

IT'S HERE: the limited edition #IRISMEETSINC pom pom necklace is available! Watch the video to see how Iris Apfel wears it!  
<http://mcys.co/2czTVbt>



106K Views

Like Comment Share

**INC International Concepts** added 4 new photos.  
September 9, 2016 · 🌐

So excited! Iris Apfel and INC have collaborated on a collection of modern mod looks that are fabulously far out! #IrisMeetsINC



Like Comment Share

👍❤️😄 243 Top Comments ▾

25 Shares

**INC International Concepts** shared their event.  
September 8, 2016 · 🌐

Calling All Fashionistas: It's a shopping party and you're invited! Celebrate Fall Fashion with Iris Apfel at Macy's Herald Square on September 15th at 6 PM in the INC department, 3rd floor. There'll be a fashion presentation, refreshments, and so much more! Let us know you'll be there by clicking on the "Going" button.

Can't make it to the event? Shop the Iris Apfel x I-N-C International Concepts Collection here: <http://bit.ly/irisxinc> #IRISMEETSINC



**SEP 15** Celebrate Fall Fashion With Iris Apfel  
Thu 6 PM · Macy's - Herald Square, 151 West 3... ★ Interested

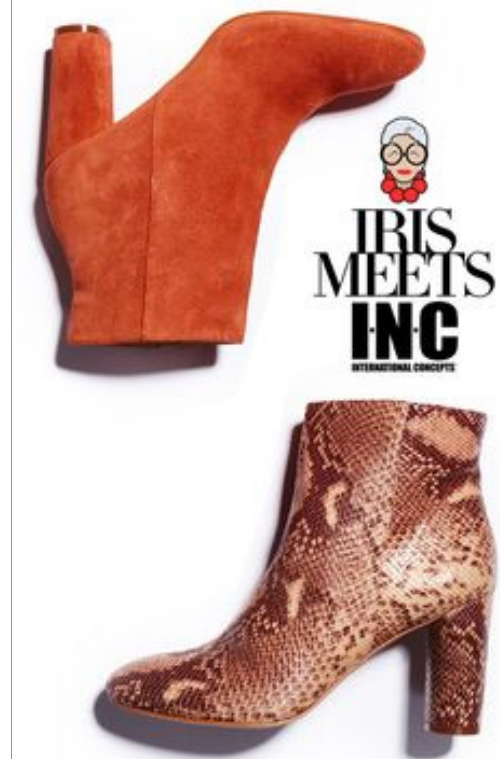
You like INC International Concepts

Like Comment

## Social Media: Pinterest



Fashion icon Iris Apfel is at it again! She's curated a limited edition collection of modern mod looks for INC. From jazzy jackets to pants with pizzazz, each piece is a major must-have. Be the first to snap up these fab fashions and get your fall off to a mod start. Only at Macy's and macys.com.



Kick off the fall boot season with the most-wanted silhouette: the block heel bootie. Whether leather, suede or snake print, there are so many ways to rock the block. Pair them with flairs, skinnies or mod minis for scene-stealing style wherever you go.



Hurray, it's officially boot season! And at the top of this season's sartorial it-list are the so-chic over-the-knee boots. They pair perfectly with minis, skinnies and just about anything in your fall wardrobe. Go for fun details and look-at-me patterns like flowy fringe or snake print. These boots weren't just made for walking, ladies.



Add some flower power to your fall fashion lineup with our chic shift dress. This far-out floral print gives a nod to mod style that we're all abuzz about this season. Black over-the-knee boots and bold bangles are a fabulous finishing touch.



What would Iris Apfel do? When it comes to bracelets, the more the merrier! Stack 'em, mix 'em, match 'em, pile 'em on! You can never have too many—because accessories can add a whole new attitude to any outfit. Work it!




Trust your animal instincts: Our snake print trench is the ultimate hero piece this season. This statement jacket can be glammed up with a chic bodycon sheath and sky-high heels or dressed down with flats and skinnies. However you wear it will be positively wild.



If you're a little wild at heart (and we know you are), you'll love this season's be-all-end-all print—snakeskin. Style icon Iris Apfel looks positively smashing in our snake-print trench coat—one of her favorite pieces from our fall lineup of modern mod looks. She paired it with a midnight mockneck and flares and a barrage of bangle bracelets. So Iris!


# INCmoji App

iris apfel



INCmojis  
Snaps Media, Inc

Share a little INC style wherever you go with our custom Emojis inspired by fashion icon Iris Apfel. Text all your fashionable friends a little piece of fabulous!



**INC**  
INTERNATIONAL CONCEPTS®


Go to Settings

Skip

*SHARE A LITTLE INC STYLE  
WHEREVER YOU GO WITH  
OUR CUSTOM EMOJIS  
INSPIRED BY FASHION ICON  
IRIS APFEL.*

*TEXT ALL YOUR  
FASHIONABLE FRIENDS A  
LITTLE PIECE OF FABULOUS!*

Keywords:  
INC, Iris Apfel, emojis, runway, fashion, stickers



Download

GET IT ON  
Google play

Available on the  
App Store

or visit [INCEmojis.com](http://INCEmojis.com)



# Campaign Launch Press Event Invite



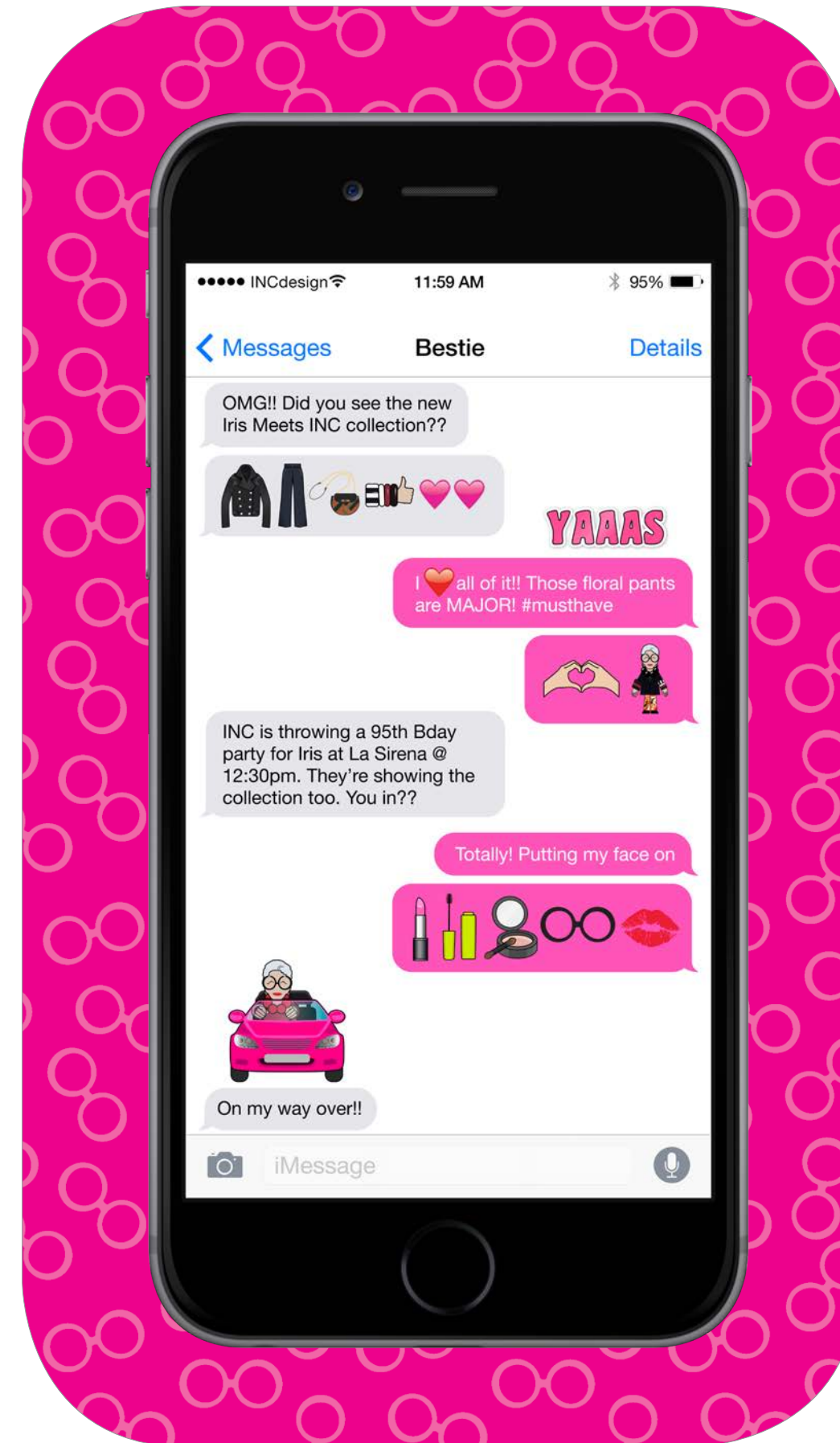
# IRIS MEETS INC

TUESDAY, AUGUST 30<sup>th</sup>  
12:30pm - 2:30pm

IRIS APFEL & MACY'S  
invite you to celebrate Iris' 95<sup>th</sup> birthday,  
and preview the IRIS MEETS INC collection.

Location:  
**LA SIRENA**  
In the North Cabana  
88 Ninth Avenue at 17<sup>th</sup> Street

RSVP to [inc@factorypr.com](mailto:inc@factorypr.com)  
Invitation is strictly non-transferrable.



**THANK YOU**

---

[ChristineTedesco.com](http://ChristineTedesco.com)