



Who I am:

A FASHION, ARTS & ENTERTAINMENT EXECUTIVE

Entrepreneurial, collaborative, and dedicated Fashion, Arts, and Entertainment Executive with over **25 years** of experience as **CEO** and founder of **internationally** known fashion brand and manufacturing organization. Ideated, produced, and coordinated with multi-disciplinary teams to realize vision into **\$10 million** company. **Proven success** developing and implementing solutions that **increase company profitability** and yield **positive culture** change. Dedicated to cultivating culture of collaboration by fostering **strong industry relationships**. Superior business acumen with **excellent interpersonal**, critical thinking, and written and verbal communication skills.



\$72 Billion per year is spent on weddings in the US

2.3 million couples wed every year in the US.

The global wedding wear market size is valued at 58.4 billion

<https://www.grandviewresearch.com/industry-analysis/wedding-wear-market>

There are 2.5 million weddings in 2022.

The most weddings since 1984.

6,849 weddings each day.

FALL 2006



Dream weaver

How Justina McCaffrey became the hottest name in Canada's \$4.6-billion wedding industry

Justina McCaffrey is a luxury wedding dress designer.

Justina's Vision:

She is internationally known as a **salable artist** who has consistently created compelling independently produced runway shows and video novellas of collaborative artistic efforts with cultural groups such as The National Ballet of Canada, New York's Metropolitan Opera's Children's Choir, Justina McCaffrey was the first wedding dress designer to be invited to present her collection at

Paris Fashion Week 2021.

The only fashion designer to get a cover of the esteemed Report on Business Globe and Mail.

- She is a **TedX** speaker, a published writer/columnist, a prolific media personality, cultural figurehead, who not only performed Kirov's Swan Lake (corps de ballet) in NYC at 38 years old, but also ran a fierce campaign to become a Canadian Member of Parliament all the while advocating for the restoration of the garment industry in North America.
- She has dressed numerous celebrities and socialites across the globe. She has been celebrated in Italy as the only North American representative for **His Holiness St. John Paul II's** Fashion Jubilee held at **St. Peter's Square** and designed and created a pluvial cope for the Pontiff himself that now resides in the Vatican archives.
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- Justina was born in Winnipeg, Canada. She is a manufacturing graduate of the **Fashion Institute of Design and Merchandising in Los Angeles California**.
- As a student at FIDM, Justina consistently won the Entrepreneurial Award from the career and technical student organization – **DECA** Inc., and not only represented FIDM, but the entire state of California two years in a row. The second year she claimed the International Entrepreneurship award for her clever vertically integrated business plans.
- As a professional she was chosen eight years in a row to receive **Canada's Matinee Fashion Foundation** Grant that was awarded based on the legitimacy and realistic nature of her entrepreneurial growth strategies.
- She has consistently shown her collection at **NY International Bridal Market**, showcased her collection at **Barcelona Bridal Market**, **Chicago Bridal Market** and **Las Vegas Bridal Market**, and most recently showcased a lingerie collection at **Paris Fashion Week**.
- She has partnered with dozens of retailers notably **Neiman Marcus**, **Kleinfeld Bridal**, and Japan's **Novarese** in creating exclusive capsule wedding and Ready-To-Wear collections and thus claiming the number one position of units sold in the history of Kleinfeld Bridal and the number one dress in Japan in 2014. She furthered her brand with an exclusive collection of lingerie and sleepwear for **Marshall Field** department store.
- Throughout New York's fashion industry she has been known as a salable artist who has consistently created compelling independently produced runway shows and classical video novellas of collaborative artistic efforts with cultural groups such as **The National Ballet of Canada**, **New York's Metropolitan Opera's Children's Choir**, **Les Grande Ballet Canadiens**, **Toronto Symphony Orchestra**, **Royal Winnipeg Ballet**, **Alberta Ballet**, **Atlantic Ballet**, **Thirteen Strings**, and numerous artists, composers, and choreographers.
- Justina McCaffrey was chosen for the Best Dress category on a feature edition of **NBC's Today Show**, has been a three-time Valentine's Day guest on **Regis and Kelly** as well as a celebrity judge on the hit reality TV series, **Project Runway Canada**. She was the only fashion designer to ever be featured as the cover story of **The Globe and Mail's Report On Business** Magazine as well as the cover story of **City Women Magazine**.
- Justina McCaffrey has been the keynote speaker to dozens of events including The World Youth Alliance Bay Street Event, World Youth Day Forum, Fashion Institute Conference in LA, The Women Beauty and Image Event in DC, as well as speaking alongside **Oscar de la Renta** at the Beauty and Culture event in NYC, and the **Camera Nazionale Della Moda Italiana**.
- A favorite of Hollywood, a member of the CFDA, and the Bridal Council, as well as a published writer with regular columns in **The Huffington Post** and **Ottawa Life Magazine**, Justina is currently collecting her memoirs in an anthology for an upcoming publication.

My Accomplishments

Grew company from \$0 to \$10 million by creating high-quality product, legacy, and brand story.

Hand selected out of more than 1,000 individuals to be featured at annual TedX conference and speak about intellectual property and brand protection.

Saved 75% in marketing production costs through development of innovative system for creative market production.

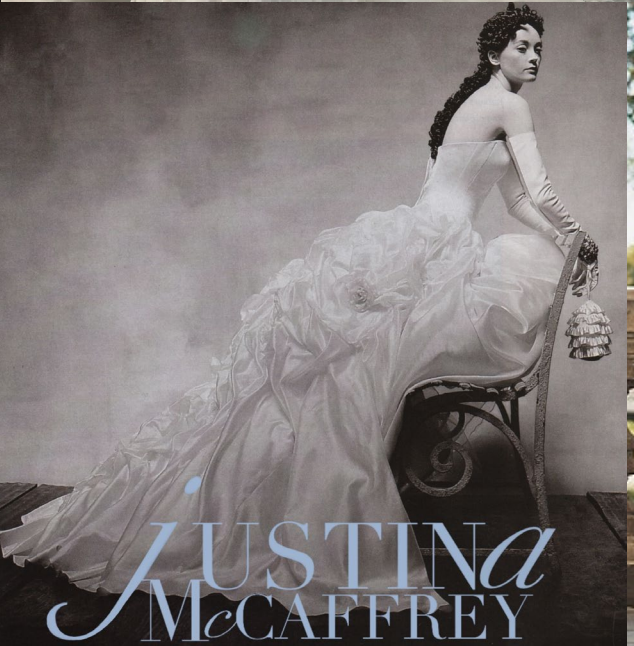
Increased sales by 40% through development of co-op ad program with retailers that drove brand recognition.



Politics

Justina ran federally in Canada in the 2019 election







The Brand:

Justina McCaffrey Inc. is a sustainable, inclusive, women owned & powered recession-proof legacy brand.

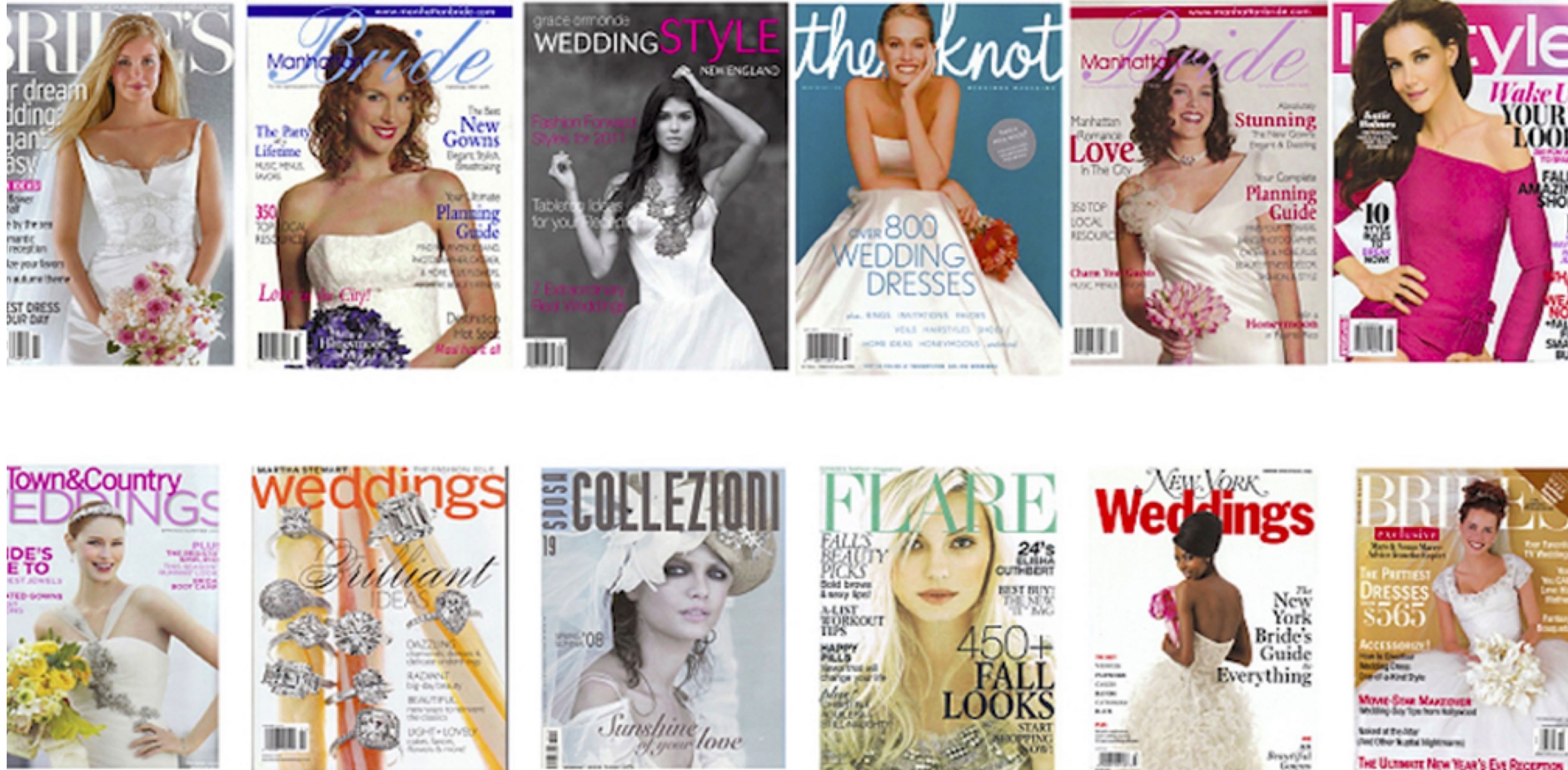
Its message is beauty and relies on authentic beauty to empower customers in pursuit to fulfill dreams.

Won numerous awards,
notably the
Matinee Fashion Foundation Award
8 years in a row.

She has claimed the position of
#1 dress at Kleinfeld Bridal NYC,
#1 dress at Mon Amie Bridal – Costa Mesa CA
and
#1 dress in Japan with over 20 distribution points.



OVERVIEW OF SUCCESSES



The Justina McCaffrey brand has been featured in ads and editorials in some of the above publications. Many are cover stories as seen here.

OVERVIEW OF SUCCESSES



Featured interviews in the above media venues.

Previous Retailers Include:



TAGAYA
B R I D A L

Marshall Field's



chey bride moder
- a chic bridal boutique -

Neiman Marcus

ROMA

Kleinfeld
MANHATTAN



bridals by lori

little white dress

Betsy Robinson's
BRIDAL COLLECTION

SPOSA
ATELIER

La Raine's
BRIDAL BOUTIQUE

macy's

L'élite



The Collection
BRIDAL

Matina's
Bridal

BRIDAL GALLERIA



PANACHE
BRIDAL & EVENINGWEAR

b. Hughes
BRIDAL FORMAL

NOVARESE

house of the bride

Elizabeth Johns

SCHAFFER'S BRIDAL



Paris Fashion Week

Paris Fashion Week, Its the pinnacle of fashion industry.

Gathering of The Best of The Best of The Best.

Justina McCaffrey is the only wedding dress designer chosen to show her collection at Paris Fashion Week. Her recent show resulted in media attention from Elle Italia, Elle Paris, Elle Spain, Fashion Magazine Italia, Madame Figaro, and dozens of bloggers and influencers throughout the globe.

Trunk Shows

Unlike most designers Justina McCaffrey personally enjoys meeting brides and going to trunk shows. She is the only designer to have attended 45 out of 52 weekends of trunk shows for 15 years straight. Trunk shows have resulted in her dresses reaching the # 1 position at many retail locations namely Kleinfeld Bridal NYC, Marshall Fields, and Mon Amie Bridal in Costa Mesa CA.

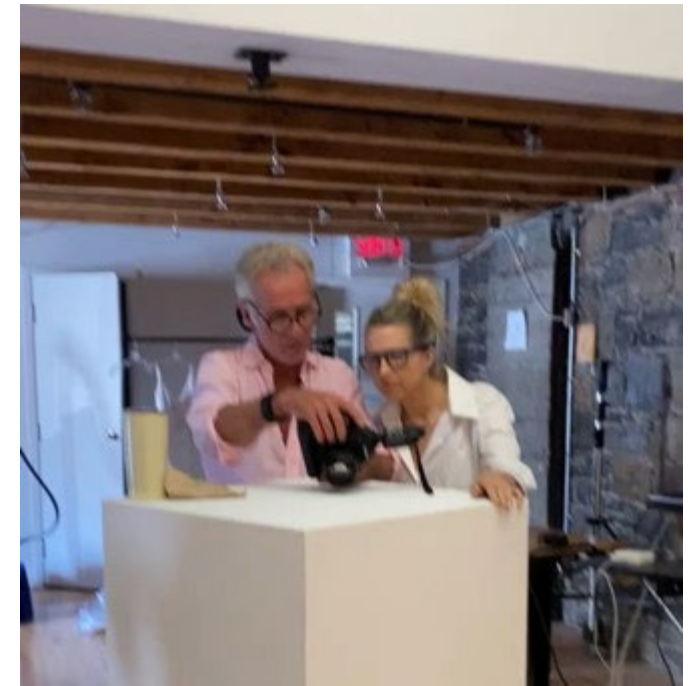
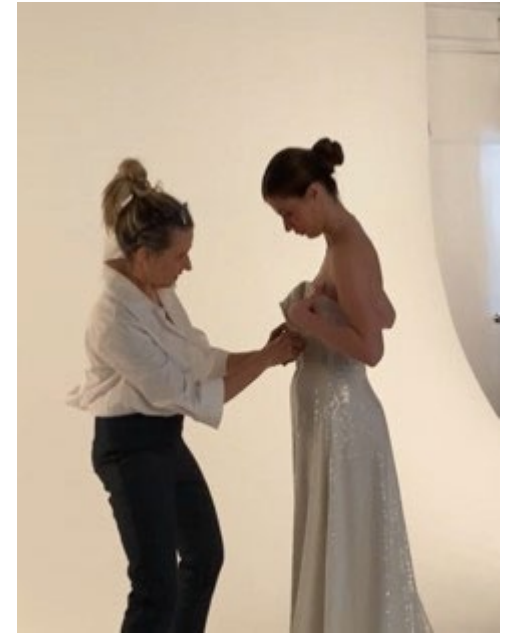


Trunk show morning meeting with staff
Neiman Marcus
Dallas TX

Photo Shoots



Justina McCaffrey handles all aspects of creative image pre, and post-production. Images will be distinctive, eye-catching, and unique. Photography will also be strategically inline with the future story of the brand. As an art director, Justina will organize the complete photoshoot from original concept to casting and sourcing all vendors. She will work alongside social media professionals and provide raw content for their purposes.



Film Production

Justina McCaffrey handles all aspects of film production and has created brand films that have been showcased at New York's Angelica Cinema, and at The Vatican.



Videos include:

The Coronation Collection – Mozart's music with dancers from the National Ballet of Canada in Old Montreal
<https://youtu.be/jlNDPv3ukGE>

The 9th – Beethoven's music with dancers from the National Ballet of Canada describing the anxiety of a designer before market week - <https://youtu.be/IzLlGDW4vGs>



Justina McCaffrey produced dresses which became the best selling styles at Kleinfeld. Her extraordinary creative ability has led to her developing many inspirational trends for the bridal market.

Mara Urshel
Owner Kleinfeld Bridal

“I rank Justina and her exceptional abilities and contributions to our shared industry and wedding fashion, as the best there are and there is no one that I can compare her dresses to. She is truly one of a kind.”

Rachel Leonard
Editor in Chief
Brides Magazine
Founder
The Bridal Council

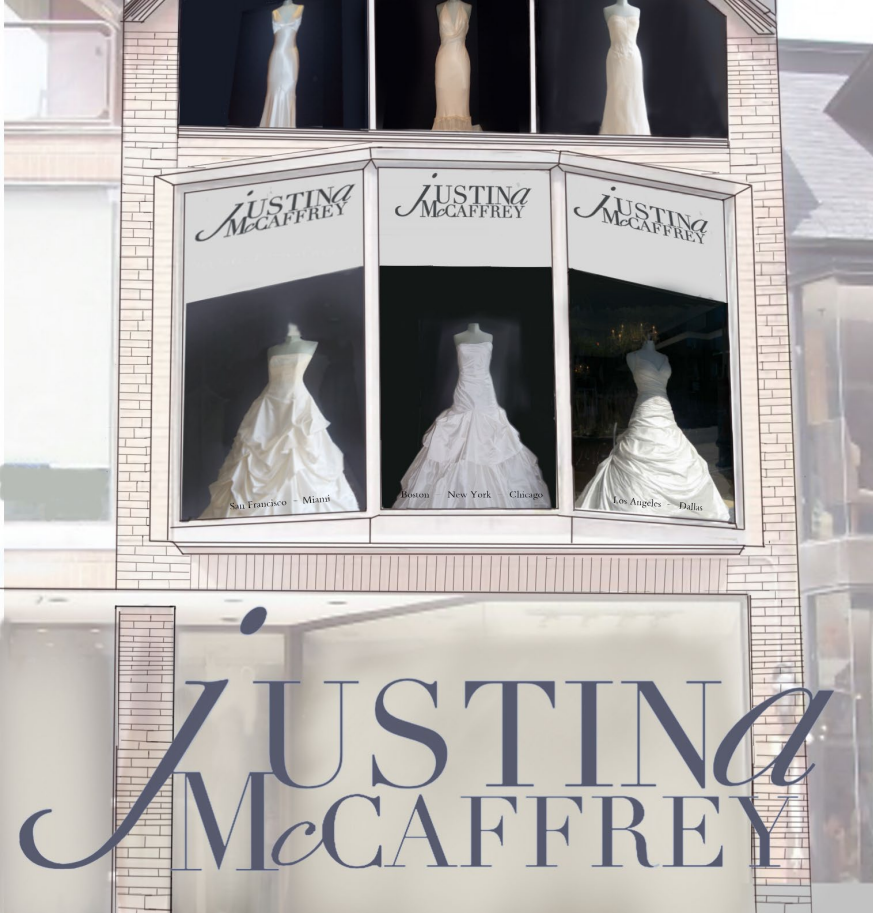
“Justina McCaffrey’s Collection is like a breath of fresh air. Don’t get me wrong, I loved all the dresses I saw this morning, but my favorites here were the silk charmeuse dresses. They’re elegant and modern, and they look like they travel light.”

Darcy Miller
Editorial Director
Martha Stewart Brides

Ottawa Flagship
365 Sussex Drive – Ottawa, Canada
1996 – 2008 – Justina McCaffrey Owned and Operated
2015 - Closed

“Justina is one of the very top couture bridal designers in the world. Her talent as a designer is world class and her vision of bridal wear is completely unique. She brings romance and fantasy of the ballet world to her designs, an approach which is entirely her own. Few possess her exquisite level of taste, her ability to delivery consistently unique designs, her high level of professionalism and her devotion to perfection. Justina has also proven to be gifted at creative direction for her brand, producing exquisite advertising and marketing campaigns, and breathtaking fashion shows, held during New York Bridal Week.”

Bernadette Morra
Editor-in-Chief
Fashion Magazine



Toronto Flagship
114 Cumberland Ave. – Yorkville, Toronto
Justina McCaffrey Owned and Operated
2003 – 2008

*Justina McCaffrey is the most sought
out wedding dress designer in the
country.*
National Post

Justina is creative and her designs are modern and wearable.

Laureen Harper
Wife of Former Prime Minister Stephen Harper

*Justina McCaffrey is a leading figure in the industry. My intention is
to promote her brand and allow her exceptional talent to lead the way
to our mutual success in our collaboration.*

Renee Strauss
Host of the TLC show Brides of Beverly Hills
Owner – Renee Strauss for the Bride in Beverly Hills

*Justina McCaffrey has demonstrated extraordinary ability in bridal
and haute couture design. I have been the lucky recipient of several
one-of-a-kind designs that she has created for me to wear at various
galas and events over the last several years period her many
contributions to Canadian brides are unmatched and the rest of the
world will greatly benefit from her commitment exuberance and
phenomenal understanding of her craft.*

Karen Kain
Former Artistic Director
National Ballet of Canada

JUSTINA
McCAFFREY



Proven dresses modernized with archival patterns that thousands of brides have loved & chosen.

Let's Connect

Justina McCaffrey

- Web portfolio: <https://careerwebfolio.com/justinamccaffrey/>
- Linked In: <https://www.linkedin.com/in/justinamccaffrey/>

786 750 8065