

Fashion Brands in Superstores

Jaye Hersh:

It's always been my dream to have a collection at Target, and about five years ago we did kind of a really cheeky launch called "Target Couture," where Intuition was the first store to be able to use the bull's-eye outside of Target. So we did a fun high-end line, and that's really how I got on their radar.

Jaye Hersh:

Well, Intuition isn't a household name. I'm not on a big busy walking street. But what we do have is something that you haven't seen other places, and I think that that's what really was interesting for Target: for them to be able to approach somebody who could be a trend spotter.

Jaye Hersh:

Some of the celebrities that made Intuition famous include Paris Hilton, Lindsay Lohan, Britney Spears, all of the "Desperate Housewives": Eva, Teri, Felicity, Marcia. And basically, it's pretty much cross-demographic. We have everybody from Miley Cyrus, even all the way up to Shirley MacLaine.

Jaye Hersh:

In creating the first collection, what I wanted to do was take all of the information I've gathered the last ten years being in business, especially as far as accessories are going, because that's what I'm known for. So as somebody who sells handbags every day, I wanted to do a handbag that was lightweight, had a lot of zippers, was multipurpose, could do more than one thing, and also catch your eye.

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