



Hayley Paige



HAYLEY PAIGE BIO

MUCH LIKE THE GOWNS SHE CREATES, HAYLEY PAIGE EMBRACES WHIMSICAL REFINEMENT WITH A TOUCH OF EFFORTLESS EDGE. AS THE CREATIVE DIRECTOR AND HEAD DESIGNER FOR HAYLEY PAIGE, BLUSH BY HAYLEY PAIGE, HAYLEY PAIGE OCCASIONS, HAYLEY PAIGE RED CARPET AND LA PETITE HAYLEY PAIGE AT JLM COUTURE, SHE HAS RECEIVED GLOBAL RECOGNITION FOR HER COLLECTIONS. HER RED CARPET PIECES HAVE BEEN WORN BY MUSICIANS, INFLUENCERS AND TREND-SETTERS SUCH AS CARRIE UNDERWOOD, DOVE CAMERON, CHRISSY TEIGEN, OLIVIA WILDE, ALY RAISMAN, JAMIE LYNN SIGLER, HILARY RHODA AND KELSEA BALLERINI, AMONG OTHERS.

HAYLEY'S COLLECTIONS ARE AVAILABLE IN OVER 500 STORES NATIONWIDE AND IN 216 COUNTRIES, INCLUDING NORDSTROM, BHLDN, AND THE JLM COUTURE FLAGSHIP SALON IN WEST HOLLYWOOD, CA. HER DRESSES CAN ALSO BE SEEN IN ELITE BRIDAL PUBLICATIONS SUCH AS, THE KNOT, BRIDES AND BRIDAL GUIDE, AS WELL AS TELEVISION PROGRAMS LIKE THE TODAY SHOW, GOOD MORNING AMERICA, E! NEWS AND SAY YES TO THE DRESS.

HAYLEY'S LATEST ENDEAVOR IS A LICENSING AND BRAND AMBASSADORSHIP AGREEMENT WITH JEWELRY BRAND, HEARTS ON FIRE, WHICH INCLUDES A BRIDAL COLLECTION OF DIAMOND ENGAGEMENT RINGS AND BANDS. THE COLLECTION IS SOLD IN OVER 1000 STORES INTERNATIONALLY, AS WELL AS BLOOMINGDALES.

AS A PERSONALITY, HAYLEY'S CURATED APPROACH TO SOCIAL MEDIA HAS BUILT A COMMUNITY OF MORE THAN 1 MILLION FOLLOWERS ON INSTAGRAM. SHE IS ALSO A REAPPEARING DESIGNER ON TLC'S, SAY YES TO THE DRESS AND WAS MOST RECENTLY CAST AS "AMERICA'S BRIDESMAID" IN TLC'S NEW SPINOFF, SAY YES TO THE DRESS: AMERICA (PREMIERING JANUARY 2020). IN EARLY 2018, HAYLEY LAUNCHED AND STARRED IN A DIGITAL SERIES, HAYLEY EVER AFTER, AND BROADCAST SERIES ON TLC (WHICH AIRED IN JANUARY 2018), HAYLEY EVER AFTER: THE DRESS. THE 6-EPIISODE DIGITAL SERIES IS AVAILABLE TO VIEW ON FACEBOOK'S WATCH PLATFORM. SHE IS ALSO THE FIRST WEDDING DRESS DESIGNER TO CREATE AND DEVELOP AN EMOJI APP, HOLY MATRIMOJI, WHICH IS AVAILABLE FOR FREE DOWNLOAD ON THE APP STORE.

HAYLEY DEVELOPED A STRONG RELATIONSHIP WITH DESIGN THANKS TO HER GRANDMOTHER THAT TAUGHT HER TO SEW AND A FASHIONABLE MOM THAT ENCOURAGED "PLAYING DRESS UP AS MUCH AS POSSIBLE". ALTHOUGH SHE ORIGINALLY ATTENDED CORNELL UNIVERSITY WITH THE IDEA OF FOLLOWING HER FATHER'S FOOTSTEPS AND BECOMING A SURGEON, HER LOVE FOR CREATIVITY AND ROMANCE LED HER TO BECOME A BACHELOR OF SCIENCE GRADUATE IN FIBER SCIENCE AND APPAREL DESIGN. SHE WENT ON TO INTERN FOR NINA GARCIA AT ELLE MAGAZINE AND DEBUTED A 10-PIECE BRIDAL COLLECTION THAT LANDED HER FIRST JOB AT JILL STUART. WITH BRIDAL ALWAYS ON THE BRAIN, SHE SWIFTLY JUMPED INTO DESIGNING FOR THE MELISSA SWEET BRIDAL AND BRIDESMAID COLLECTIONS. WHILE DEVELOPING ON HER SIGNATURE AESTHETIC, HAYLEY SIMULTANEOUSLY LAUNCHED A BRIDAL ACCESSORY COMPANY CALLED SOMETHING BORROWED, LLC WITH A FRIEND (WHO STILL RUNS THE BUSINESS TO THIS DAY.) HAVING AN ENTREPRENEURIAL PURSUIT TO START HER OWN LABEL, JLM COUTURE BROUGHT HER ON AS HEAD DESIGNER IN 2011 AND WAS RESPONSIBLE FOR BACKING THE LAUNCH OF HER NAMESAKE COLLECTION AT AGE 25.

IN HER PERSONAL LIFE, HAYLEY WAS MARRIED IN 2015 AND LATER FILED FOR DIVORCE AFTER UNCOVERING THINGS IN HER MARRIAGE THAT WENT AGAINST HER VALUES. BEING OPEN AND AUTHENTIC IS SOMETHING HAYLEY TREASURES IN BEING A CHEERLEADER FOR OTHERS. SHE HAS SINCE MOVED ON AND FOUND HER SOULMATE IN THE WONDERFUL AND HANDSOME CONRAD LOUIS. THE COUPLE HAPPILY SHARE BITS OF THEIR LOVE STORY ON SOCIAL MEDIA AND CAN BE FOUND FREQUENTLY INDULGING IN FRIENDLY BAKE-OFFS AND DIY HOME DECOR PROJECTS. IN JULY OF 2019, CONRAD PROPOSED TO HAYLEY IN AN EPIC SURPRISE - COMPLETE WITH A VIDEO STORY THAT HAS REACHED OVER 200K VIEWS ON YOUTUBE. THEY HAVE RECENTLY SIGNED A DEVELOPMENT DEAL WITH HALF YARD PRODUCTIONS FOR A REALITY SHOW OR SPECIAL FEATURING THEIR UPCOMING NUPTIALS.



BRANDS AND PRODUCTS DESIGNED BY HAYLEY PAIGE



HAYLEY PAIGE - CELEBRITY SPOTLIGHT



misshayleypaige



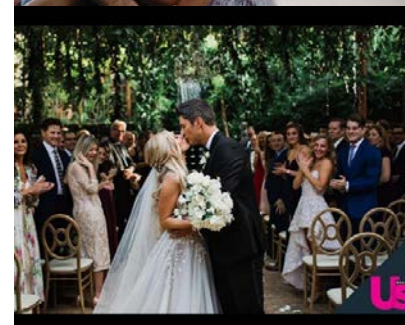
5,996 Posts 1M Followers 1,964 Following

Hayley Paige
Public Figure

Throw shine, not shade ✨ Personal&Creative account of designer Hayley Paige | www.hayleypaige.com bridal collections | @heartsonfireco diamonds

- TOTAL FOLLOWERS: 1M
- TOTAL LIKES: 6.5 MILLION
- TOTAL COMMENTS: 175K
- AVERAGE LIKES PER POST: 10,000
- AVERAGE COMMENTS PER POST: 35

HAYLEY PAIGE'S INSTAGRAM IS A CELEBRATION OF LOVE, CREATIVITY, AND AUTHENTICITY. WHETHER SHE HIGHLIGHTS HER DESIGNS, HER BRIDES, OR SPEAKING AS A HUMAN PERSON, SHE BELIEVES IN SHARING HONEST CONTENT WITH LOTS OF SPARKLE AND A SPRINKLE OF HUMOR. SOME OF HER BIGGEST ENGAGEMENT MOMENTS HAVE COME FROM HEARTFELT POSTS ABOUT HER RELATIONSHIP, HER CAREER JOURNEY, AND HER REAL LIFE EMOTIONAL MOMENTS WITH BRIDES. SHE IS ALSO A STRONG ADVOCATE FOR CELEBRATING DIVERSITY AND SIZE INCLUSIVITY.



misshayleypaige • Following

summahxo @misshayleypaige is this dress available to buy for a wedding? 🤍

katiehudachek Hope this ones lasts

misshayleypaige • Following

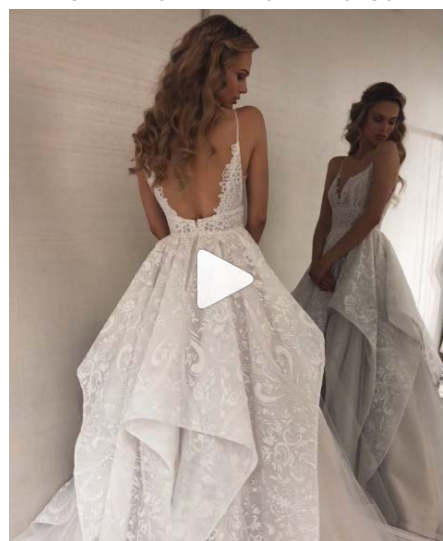
ashley_christine_photo Needed to read this story tonight 🥰

haley_bradley12 @pvanooeyen

misshayleypaige • Following

myweddinglist.co Amazing 🍷🍷

traceycrawley Her dress is going to be available!!!! 🍷🍷🍷 I'm so in love!!!



misshayleypaige • Following

karissawhite33 Obsessed @laurencapua46

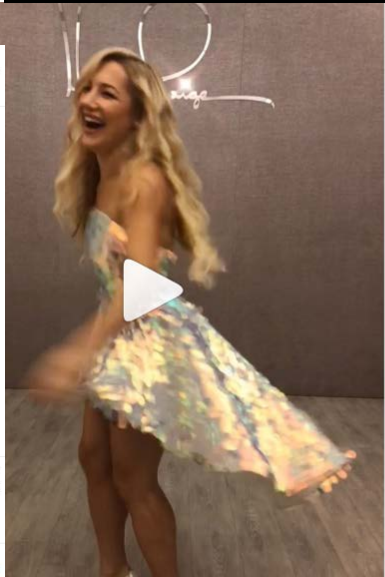
laurenclint @sophielouisapage

laurenclint @jessmorris4 @hanawints @smorz gonna stare at this everyday now 🥰

femkedvries_ @eireneh dresssssss

244,080 views

FEBRUARY 25



misshayleypaige • Following

phillippa_fit How can i buy this please? @misshayleypaige

leeemarie @gavrillesm the only short dress you're allowed to wear for your reception


paigencrowe31 @ttom1028 this is the one I was talking about

395,074 views

MARCH 20

YOUTUBE CHANNEL - MISS HAYLEY PAIGE
15.7K SUBSCRIBERS

IN JANUARY 2019, HAYLEY INTRODUCED A YOUTUBE SERIES CALLED JUST GOT PAIGED. THE SERIES FEATURES A BEHIND-THE-SCENES LOOK AT HAYLEY'S CREATIVE PROCESSES, HER BACKGROUND AS A DESIGNER, AS WELL AS TIPS AND TRENDS FOR BRIDES-TO-BE. OTHER EPISODES IN THE SERIES INCLUDE WHAT TO EXPECT FROM A LUXURY WEDDING GOWN AND SHOPPING EXPERIENCE, AS WELL AS A GLIMPSE INTO HER LIFESTYLE AND DAILY ROUTINES.



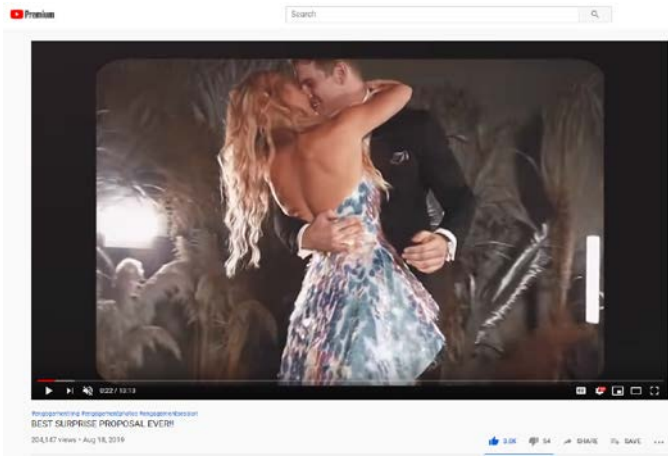
Miss Hayley Paige
15.7K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

HOW A HAYLEY PAIGE WEDDING DRESS IS MADE!
Miss Hayley Paige • 7.3K views • 3 months ago

From sketch to runway and arriving at a bridal salon for brides-to-be, no wedding dress is created equal! Watch as a wedding dress is created from start to finish. GIVEAWAY RULES ▶ 1. Subscribe t...

8:22



Premium

Search

Best Surprise Proposal Ever!

324,347 views • July 18, 2019

3.9K 54 SHARE SAVE

HIGHEST PERFORMING VIDEO - PROPOSAL
VIEWS - 274,320





Hayley Paige ✓

Page · New York, New York · Clothing (Bra...



Hayley Paige

Friend · Hayley Paige



Blush by Hayley Paige

Page · Clothing (Brand) · Design & Fashio...



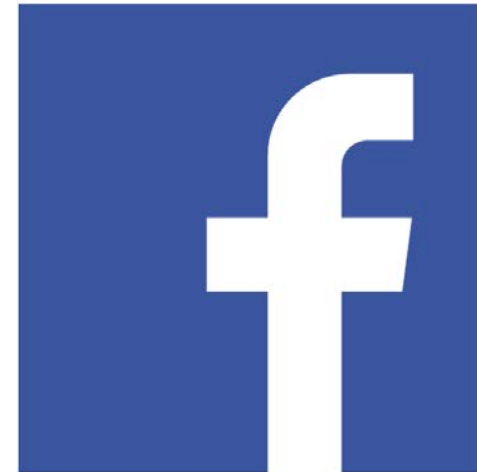
La Petite Hayley Paige

Page · Clothing (Brand) · lapetitehayleypai...



Hayley Paige Occasions

Page · Clothing (Brand) · hpoccasions · 31...



- **TOTAL LIKES:** 293K
- **TOTAL FOLLOWERS:** 296K
- **HAYLEY PAIGE FANS**
 - 58% BETWEEN THE AGES OF 25 AND 34
 - 23% BETWEEN THE AGES OF 18-24



OFFICIALLY LAUNCHED DOMESTICALLY IN MAY 2019 (AND IN ASIA, OCTOBER 2019), THE HAYLEY PAIGE FOR HEARTS ON FIRE COLLECTION INCLUDES ENGAGEMENT RINGS, WEDDING BANDS, AND STACKABLE STATEMENT PIECES ALL INSPIRED BY HAYLEY PAIGE'S WHIMSICAL AND PLAYFUL AESTHETIC. THE COLLECTION IS AVAILABLE IN 152 US JEWELRY STORES, BLOOMINGDALES, 31 INDEPENDENT JEWELERS IN CANADA/LATAM/AUSTRALIA/UK, AND 500 STORES (AND COUNTING) IN ASIA.

FOR SPRING 2020, HAYLEY AND HEARTS ON FIRE ARE VENTURING INTO NECKLACES, EARRINGS, BRACELETS, AND OTHER BAUBLES OF FINE JEWELRY.



THE LAUNCH OF HAYLEY PAIGE FOR HEARTS ON FIRE IN TAIWAN AND GREATER CHINA

IN OCTOBER 2019, HAYLEY TRAVELLED TO ASIA FOR THE LAUNCH OF HER DIAMOND COLLECTION WITH HEARTS ON FIRE. THE TRIP INCLUDED A FULL 10 DAY PRESS TOUR OF LUXURY EVENTS, VIP BUYER APPOINTMENTS, EDITOR INTERVIEWS, IN-STORE VISITS, AND PHOTOSHOOTS.



MAGAZINE COVERS

- HAYLEY RECENTLY STARRED ON THE COVER OF THE KNOT'S SUMMER 2020 ISSUE
- THE IN-BOOK [FEATURE STORY](#) BREAKS THE STIGMA OF SECOND WEDDINGS, THE JOY OF FINDING LOVE AGAIN, AND MORE



MARRIAGE IN 2020

Q&A

HAYLEY EVER AFTER

Hayley Paige sits crooked and talks straight about finding love after divorce, planning a wedding for the second time and why she's passionate about sharing her story.

Q WHAT'S YOUR OUTSIDE OR SECOND WEDDING IN GENERAL?
I'm such an advocate for love and marriage in all capacities and for everyone. And that's the beginning and end of it in my mind, because when anyone is blessed with love in their life, I think it should be celebrated in any way that they see fit. There is no such thing as a "second" wedding—it's a wedding.

Q DO YOU THINK THERE'S A STIGMA ASSOCIATED WITH THEM?
Yeah, but you don't have to feed into it. I'll even admit to the fact that growing up, I never intended to get divorced. I wouldn't wish that on anyone. But it's about moving forward with grace so that you're ready to accept love when it happens again. And it will happen again. I love spreading that message. You don't get just one shot at finding true love.

Q DO YOU THINK THE RULES CHANGE WHEN GETTING MARRIED FOR A SECOND TIME?
Love should be celebrated. You're never too old or too broken or too whatever to experience a fairy tale—everyone is deserving of love. It shouldn't be something that can be defined by anyone else. The celebration of your love story is something only you should dictate. It shows an incredible sense of bravery to celebrate love after experiencing a loss, and if you're open, wonderful things can happen.

Q WHY WAS IT IMPORTANT TO YOU TO SHARE YOUR STORY ON SOCIAL MEDIA?
My first wedding was so public, it was even on *Gay 'n' The Dress*. I felt I had a responsibility to share my story. It's easy to get into the habit of showing only your highlight reel on social media—there's a pressure to always post the best version of yourself. I felt it was important to be vulnerable because that's how you break down barriers and connect with real brides and people. My first marriage didn't work out the way I planned, but that didn't have to hold me back from hoping that my fairy tale was out there. I learned the most powerful thing I could do was move forward with my life, exist in the present and get excited about the future. If I'd been unwilling to get excited about Conrad when I first met him because I was still tethered to my past, I would have missed out on the love of my life.

Q WHAT'S YOUR FAVORITE THING ABOUT YOUR FINCH?
Sensibility. The word itself just means the happiness of something wonderful that comes out of nowhere. It perfectly describes the way I met Conrad and the way our personalities complement each other. I didn't understand what soul mate meant before I met him. There's something magnetic between us. I can't explain it. I can't put it into words, but I'm certainly grateful it's there. He showed me early on what an incredibly thoughtful and loving person he is. He's not just a soul mate, but also a teammate. He always says exactly what I'm thinking. You know, he may not be my first but he certainly my last—and last.

IT SHOWS AN INCREDIBLE SENSE OF BRAVERY TO CELEBRATE LOVE AFTER EXPERIENCING A LOSS.

Q WHAT'S YOUR ADVICE TO SOMEONE PLANNING A SECOND WEDDING?
Be unapologetically optimistic. Because your mind set is everything. You want to go into it feeling like it's an entirely new chapter. It's just a wedding—and it's your wedding. It doesn't have to be labeled a second, or a third or whatever. It's an amazing moment. You go and have yourself a fairy tale.

We are digging these bridal ideas from the queen of the dress, too, right?

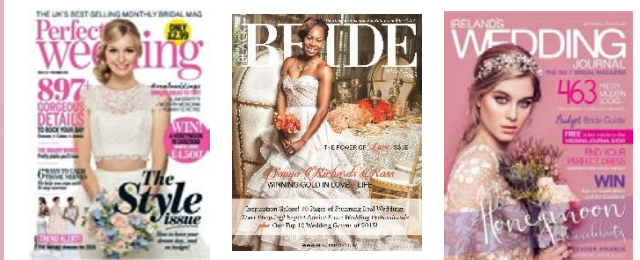
BY THE NUMBERS

Customize where you want? **\$33,931** (vs. **\$35,000** average cost of a wedding)

73% of couples **TAKE A SOCIAL MEDIA**

MAGAZINE COVERS

- HAYLEY'S GOWNS HAVE GRACED THE COVERS OF MORE THAN 15 MAGAZINES, DOMESTIC AND INTERNATIONAL
- HAYLEY'S DESIGNS HAVE APPEARED IN COUNTLESS EDITORIAL FEATURES AS WELL AS STYLED SHOTS AND REAL WEDDINGS BOTH ONLINE AND IN-PRINT





SNAPCHAT SERIES - FASHION CORRESPONDENT

THE FOUR-PART SERIES FEATURED HOSTS HAYLEY PAIGE AND *QUEER EYES*'S JONATHON VAN NESS. THE FASHION GURUS TALKED FASHION, DRESS GUESSES, THE GUEST LIST, PAST ROYAL WEDDINGS AND MORE LEADING UP TO AND AFTER THE BIG DAY.



TLC'S ROYAL WEDDING REVEALED, TLC TV SPECIAL - WEDDING DRESS CONSULTANT

HOSTED BY SHAUN ROBINSON, THIS ONE-HOUR SPECIAL EPISODE FOR TLC FEATURED WEDDING EXPERTS HAYLEY PAIGE, RANDY FENOLI, GEORGE KOTSIPOULOS, LORI ALLEN, AND MONTE DURHAM. THE WEDDING EXPERTS ANALYZED ALL FACETS OF THE ROYAL WEDDING INCLUDING, MEGHAN'S DRESS, WEDDING PARTY AND GUEST ARRIVALS.



NETWORK TELEVISION SHOW APPEARANCES



SAY *Yes* to the
DRESS
DREAMWEDDING



REVENGE
BODY
WITH
KHLOÉ KARDASHIAN



#hayleyeverafter

New Series January 13
SATURDAY 9 8c



HAYLEY PAIGE HOSTS RUNWAY HEROES EVENT WITH NEW YORK
YANKEES IN HONOR OF HOPE WEEK -- 6.18.19



WWD *NEW YORK POST*



EVENT HOST COMMITTEE MEMBER OF THE PINK AGENDA -- A
NOT-FOR-PROFIT ORGANIZATION COMMITTED TO RAISING MONEY
FOR BREAST CANCER RESEARCH AND CARE.



HAYLEY PAIGE DESIGNS CUSTOM FLOWER GIRL DRESS FOR LEAH STILL, CANCER
SURVIVOR AND DAUGHTER OF NFL PLAYER DEVON STILL – 5.13.16



E NEWS **GLAMOUR**

 **TODAY** Style

People

abc NEWS

HAYLEY PAIGE AND CONRAD LOUIS ENGAGEMENT - JULY 2019

- PROPOSAL VIDEO HAS GARNERED MORE THAN 270K VIEWS ON YOUTUBE



BEST SURPRISE PROPOSAL EVER!!

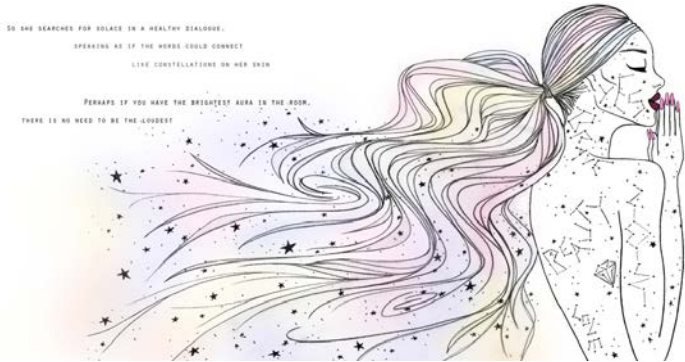
260,938 views • Aug 18, 2019

HAYLEY PAIGE SIGNATURE ILLUSTRATIONS



PROPERTY OF GOOD VIBES: A MANIFESTO FOR THE HAYLEY PAIGE BRIDE

HAYLEY WROTE AND ILLUSTRATED THIS POETIC STORY TO COINCIDE WITH HER SPRING 2017 HAYLEY PAIGE BRIDAL COLLECTION. INSPIRED BY TWINKLING CONSTELLATIONS AND IRIDESCENT DREAMS, THIS BOOK IS DEDICATED TO THE STARRY-EYED BRIDE.



HAYLEY PAIGE SIGNED SKETCHES, TAROT "CHARM CARDS", AND STATIONARY CURRENTLY AVAILABLE ON WWW.POPUPPAIGE.COM



Thank you 

