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-EPISODE 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 NUPHTIALS.
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: 95

AYLEY 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.
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.
• 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.
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
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 shoots and real weddings both online and in-print.
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 KOTSIOPoulos, LORI ALLEN, AND MONTE DURHAM. THE WEDDING EXPERTS ANALYZED ALL FACETS OF THE ROYAL WEDDING INCLUDING, MEGHAN’S DRESS, WEDDING PARTY AND GUEST ARRIVALS.

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 KOTSIOPoulos, 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

TLC

Say Yes to the Dress

Dream Wedding

REVENGE BODY

WITH

KHLOÉ KARDASHIAN

Hayley Paige

Celebrity Stylist

#hayleyeverafter

New Series January 18
Saturday 9 p.m.

TLC

Hayley Ever After

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

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

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
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
HOLY MATRIMOJI – THE FIRST WEDDING SPECIFIC MOBILE APPLICATION OF ITS KIND IS CHOCK-FULL OF CHARM, WIT AND PERSONALITY WITH HAND-ILLUSTRATED EMOJIS CREATED BY HAYLEY PAIGE HERSELF. WITHIN THE FIRST FEW MONTHS SINCE LAUNCHING, HOLY MATRIMOJI LANDED IN THE TOP 10 APPS IN THE ENTERTAINMENT CATEGORY AND IN THE TOP 100 APPS OVERALL. HOLY MATRIMOJI IS AVAILABLE FOR DOWNLOAD ON THE APP STORE AS A CUSTOM KEYBOARD AND THE APP STORE FOR iMESSAGE.
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