



## STARS DESIGN GROUP

### **Stars Design Group acquires New York based influencer clothing brand**

*NEW PARTNERSHIP CREATES UNIQUE BUSINESS MODEL TO SUPPORT INFLUENCERS*

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**SAINT LOUIS, Mo** — **Stars Design Group**, a global apparel design and manufacturing company is excited to announce the acquisition of New York based **INSPR**, an apparel company producing limited edition collections from its community of influencers.

The deal is a partnership with Steve Smith, CEO of the Lawrence Group and Will Smith, Managing Director of Investments and Asset Management at real estate development company, New + Found.

“We are excited to be a part of this new INSPR, which will empower hundreds of new fashion brands to tell their story and share their creative vision, both through e-commerce and real-world experiences.” said Will Smith, who takes on the role of Treasurer in the new company. Steve Smith is a Board Advisor.

The acquisition creates a new partnership under the existing INSPR name and extends its offerings through design, manufacturing, brand development, marketing services, e-commerce and expansion into brick and mortar.

Chantel Waterbury, co-founder and former CEO of INSPR, moves into the role of President at the new **INSPR, LLP**, and says “I am thrilled that we have found such incredible partners in Stars Design Group and Steve and Will Smith. This partnership will allow INSPR to take our business model from collaborations to brand incubations for a new generation of creators and entrepreneurs. From sourcing and product development to innovations in physical retail, we have the expertise to fully support and grow a portfolio of fresh and inspiring brands and voices.”

Influencer owned brands are a growing segment of the fashion industry, Stars Design Group, chief strategy officer (CSO), Emily Lane sees it as an opportunity saying, “This partnership allows Stars Design Group to implement a direct-to-consumer business using influencer marketing. Influencers have a distinct point of view and loyal followers, we are excited to help them scale from marketers into profitable brands.” Lane is the COO of the new INSPR. The role is in addition to her position at Stars Design Group.

Stars Design Group CEO, Bret Schnitker supports the influencer model saying, “Stars Design Group has a long history of designing and producing quality apparel for lifestyle brands and private label partners. We are excited to share our expertise with influencers and provide them with access to elevated fashion design and manufacturing.” Schnitker is the new INSPR, CEO. The role is in addition to his position at Stars Design Group.

INSPR will re-launch in the fall of 2021 with new limited edition influencer collections that will be sold through the INSPR website ([insprny.com](https://insprny.com)).

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#### **About Stars Design Group**

SDG is a global apparel design and manufacturing company leading the fashion industry by combining talent and technology to create innovative solutions for brand partners. Established in 1993, Stars Design Group is headquartered in St. Louis, Missouri and utilizes a global network of 67 hand selected, socially compliant factories in 14 countries for manufacturing.