

“McClintock Moments” campaign celebrates Prom memories

Jessica McClintock for Gunne Sax will announce their favorite Prom-themed “McClintock Moment” based on fan feedback

SAN FRANCISCO, CA, UNITED STATES, May 25, 2022 /EINPresswire.com/ -- Earlier this Spring, Jessica McClintock for [Gunne Sax announced the launch of the “McClintock Moments”](#) campaign

- designed to celebrate, embrace, and involve the thousands upon thousands of McClintock women around the world and bring back those special “McClintock Moments”.



“

There is nothing more wonderful than being able to share memories with women that have such a close, personal connection to Jessica, and each other, through shared experiences and love of the brand”

Mary Gagnon, Fashion Director, Jessica McClintock company

From the 1970’s through the early 2000’s, women of all ages from around the world have worn McClintock Gunne Sax dresses to many of their most special occasions, especially “the Prom”. [McClintock Moments is a social media campaign](#) designed for McClintock’s fans to share their special memories, as a way to celebrate their treasured moments and the stories that go with them. This is the first step as the brand prepares to bring Gunne Sax into the forefront of fashion once again.

Since launching the campaign on social media, the brand has received countless posts of women sharing their wonderfully nostalgic McClintock Moments. And from now until the end of May the brand is asking its faithful

followers to [post their most memorable Prom “Moments” at #JCMoments](#) - and then the most Memorable Moments will be featured.

“My sister would have absolutely loved this,” states Mary Gagnon, sister of the late Jessica McClintock and Fashion Director of the Jessica McClintock company. “It was her dream to help women feel special, beautiful and have a great sense of empowerment. There is nothing more wonderful than being able to share memories of such special times with a community of people

that have such a close, personal connection to Jessica, and each other, through shared experiences and love of the brand."

Over the past few years, the free-spirited, romantic style of Gunne Sax has made its way back into popular fashion – and original Gunne Sax dresses have become highly sought-after in vintage shops and through cottage online trading groups. With this in mind, later this year (2022) the much-anticipated new collection of Gunne Sax dresses and related apparel will launch online through McClintock's fashion partners.

What the brand is calling "Modern Nostalgia" could not come at a better time, when so many of the girls who may have originally worn "Gunnies" to their prom are now empowered, adult women who have cherished memories of their McClintock Moments during a much simpler time. But beyond nostalgia, they have such admiration and respect for Jessica McClintock who was truly ahead of her time and became a legendary female American success story. "McClintock Moments"; can be found at www.jessicamcclintock.com/moments as well as on the brand's Facebook, Instagram, and Twitter feeds.



How does the "Moments" campaign work?

The "McClintock Moments" campaign asks their cherished coterie of friends, family, and devotees to share their most precious "McClintock Moments" (think #TBT with the story) on social and tag #JMCMoments. The posts will then appear on the McClintock feeds and at the end of each themed period (Prom runs until May 31st) the brand will announce the MOST "McClintock Moment".

"This gives us an opportunity to celebrate our history and the memories of so many of our devoted customers," states Mary Gagnon. "And what makes this so very special is that they can all join with us as we start our next chapter."

About Jessica McClintock

Founded in 1970, Jessica McClintock invested \$5,000 from her savings which became the genesis of Gunne Sax by Jessica McClintock and her eponymous free-spirited, romantic brand.

In an era where momentous events took place that would begin to shape the ever-evolving story of the American Woman, Jessica's modern, romantic, and feminine style embodied equality and empowerment and gained popularity with thousands upon thousands of girls, teens, and women across the country.

Jessica created quality, well-designed, value driven informal dresses – and a personal bond that made her a “go to” brand for dressing women for life’s most important moments. Soon she established a 360-degree lifestyle brand and a dedicated fan base to include multi-generational, and geographically span rural, suburban, and metropolitan communities across the country and around the world.

Jessica created a multi-million-dollar lifestyle brand from her signature dress collection. She became an award-winning fashion icon and a truly American success story. Jessica McClintock, Inc. is owned and operated by the family of the late Jessica McClintock and is headquartered in California.

Hilarie Viener
Viener&Partners
+1 917-328-9739
[email us here](#)

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