



2019 MEDIA PRESS KIT  
LIFESTYLE BRAND MARKETING

*B* BY JAMES BROYHILL

JB BY James Broyhill

LIFESTYLE BRAND MARKETING

JBBYJAMESBROYHILL.COM

@JAMESBROYHILL





## Since 1926, The Broyhill name

has long been connected to America's furniture industry, with a legacy of quality and tradition found in homes for generations. Today, JB by James Broyhill takes the values set forth by the same family heritage and leads it into the future.



## MISSION STATEMENT

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The JB by James Broyhill brand exists to provide a valuable brand marketing support service to a broad, yet synergistic, range of companies within the consumer goods sector. Through trusting partnerships, collaborations, and licensing arrangements, we lend our name, taste, and marketing prowess, to infuse a story of authenticity and memorable inspiration into product lines.



## OUR VALUES

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We strive to be the most authentic version of ourselves in all pursuits and connect with a relaxed approach, a creative heart, and a work ethic that builds empires.





## LIFESTYLE

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The JB by James Broyhill brand embodies a lifestyle best described as rustic sophistication, which taps into the craving for simplicity and serenity, infused with the essence of Americana sensibility. It crosses the intersection between refined utilitarian function, with a deep sense of community, connection, and reflection. The brand holds on to its classic roots, yet stays refreshed to reflect today's trends, conveniences, and conversation, within the modern homestead lifestyle concept.

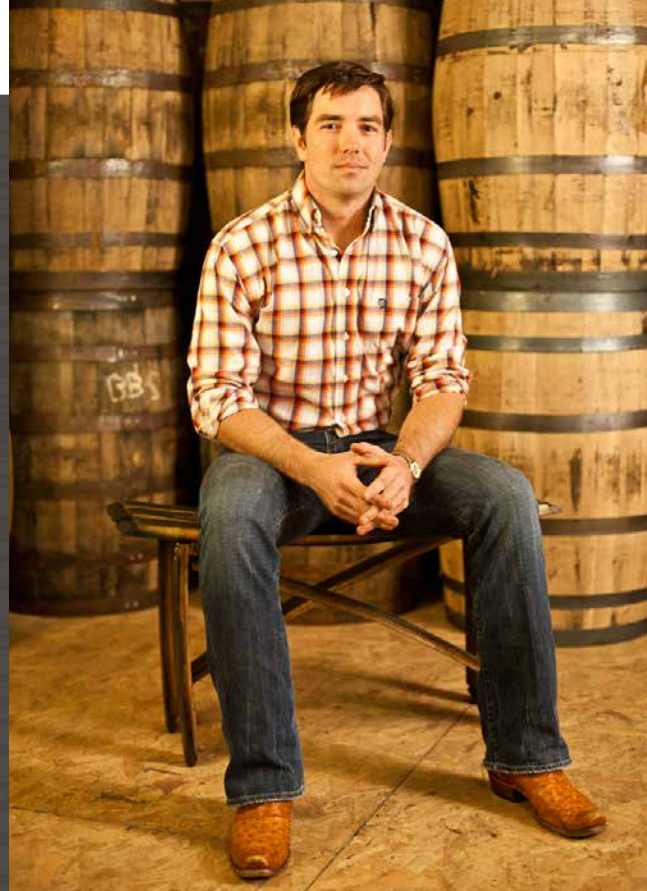


## BRAND PROMISE

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JB by James Broyhill offers a creative and collaborative brand partner that represents a down-to-earth authentic lifestyle, timeless style, American sensibility, and quality craftsmanship wrapped in an heirloom package.





## THE VISION

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At the heart of our partnerships is our desire to communicate with an authentic voice and to embrace our connection to the past with our vision for the future.

*JB by James Broyhill is not just a vehicle for lifestyle marketing, but rather a new generation for successful artistic collaborations.*



## Who is James Broyhill?

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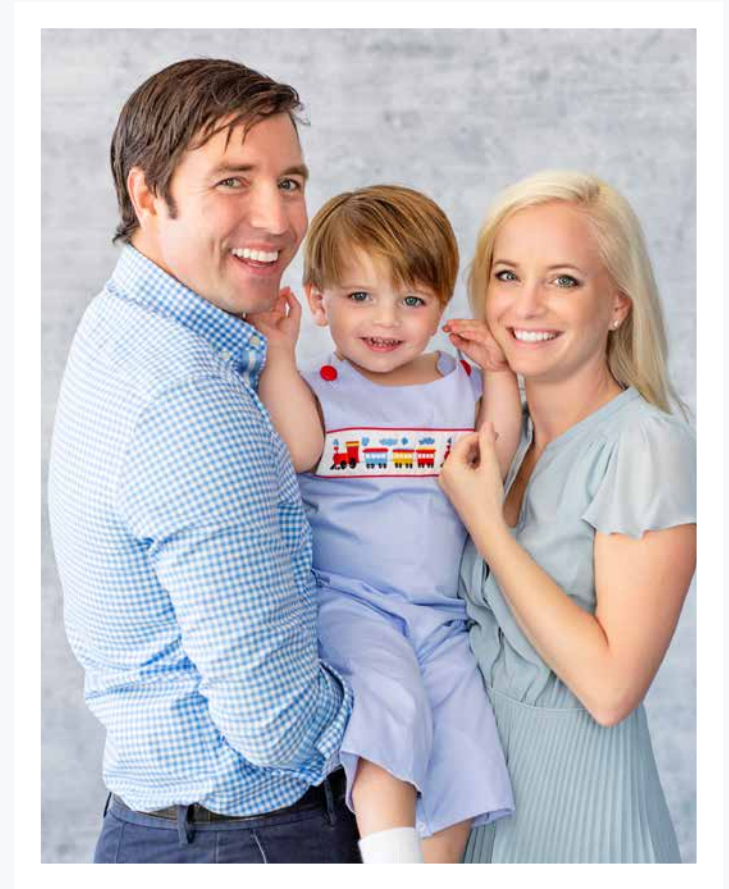
As President, James Broyhill leads the JB by James Broyhill brand with a genuine spirit and an innate creativity that propels collaborations and drives lifestyle marketing initiatives. Our goal together is to attract new audiences that create loyal customer bases for generations to come.

Rooted in James' personality, JB by James Broyhill is both inspiring and admirable, yet equally relatable and approachable. Today's lifestyle consumer is brand savvy and aware. They value honesty, real conversation, and a high level of engagement from brands both big and small. This customer values real brands, with a human persona. Brands that embody these qualities are the most magnetic in the apparel, lifestyle, and home space.



# Consumers want to know more about the who behind these businesses,

often following along for more behind-the-scenes peeks inside the inner workings of the brand. This is why JB by James Broyhill is poised for success. James is a millennial who is enthusiastically focused on the future, while also paying homage to the past, by respecting tradition and heritage. James' style -- both comfortable and classic, is a blend of both timeless and modern. There is a noble grit to James and his approach to life that feels intrinsically American. It is his connection with family and friends, his innate love of the outdoors, and the power of working hard to create something uniquely hand-crafted that drives James both in business and in life.







**Whether he is crafting heirlooms** in the workshop located on the property of his home in Uptown Charlotte, North Carolina or working in the JB by James Broyhill Charlotte headquarters, James surrounds himself with heirloom pieces from the past -- a Cabinet of Curiosities so to speak, that have been either carefully curated by James, spontaneously acquired during his many travels, or passed down through the generations of his family legacy. These carefully crafted pieces have stories that are steeped in a deep-rooted family history, that which embody the very spirit of the JB by James Broyhill manifesto.





“  
Paying homage to the past is  
*equally as important* to staying  
focused on the future.  
”

*James Brayhill*



## The Broyhill Legacy: *An American Success Story*

From its humble beginnings in 1926 as a North Carolina based, family owned chair-making company, Broyhill Furniture Industries, Inc. has grown into a leading American manufacturer of medium-priced wood and upholstered household furniture. Nearly a century later and despite its massive growth, the Broyhill company has stayed true to its reputation for affordable quality furniture lasting for generations to come.







**Like those before him, James** approaches his work with a creative eye and a hands on process. His lifestyle embodies a new generation of Southern born and raised gentlemen, who live adventurously, seeking out new creative endeavors, and authentic connections. Whether it's through his family history, unique style, or artisanal talents, James inspires others to be bold enough to be different, yet grounded in values. James' lifestyle and surroundings personify the rooted heritage and character-rich life so many Americans now crave, where every day is fully appreciated and authentically lived.

## OUR GOALS

The JB by James Broyhill brand aims to partner with established consumer goods brands in the apparel, home, and lifestyle space that strive to connect with a customer who relates to an authentic story driven by heritage, tradition, and deep-seated roots.





COLLABORATIVE PARTNERSHIPS INCLUDE:

THE BOB TIMBERLAKE COLLECTION

ERIC CHURCH

JACK DANIEL'S DISTILLERY +

ARMED SERVICES YMCA / OPERATION RIDE HOME

OLD RIP VAN WINKLE DISTILLERY

PAPPY AND COMPANY



## PRESS

James has been featured in many notable lifestyle publications known for establishing trends, style, and classic taste including:

## EDITORIAL

*Southern Living Magazine*

*Our State Magazine*

*Town & Country*

*MAXIM Magazine*

*ROBB Report Magazine*

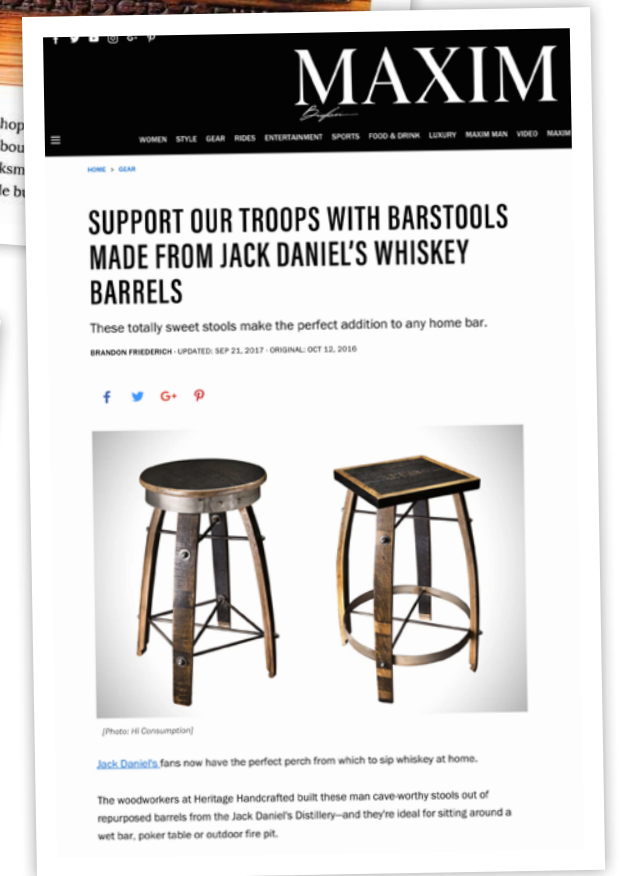
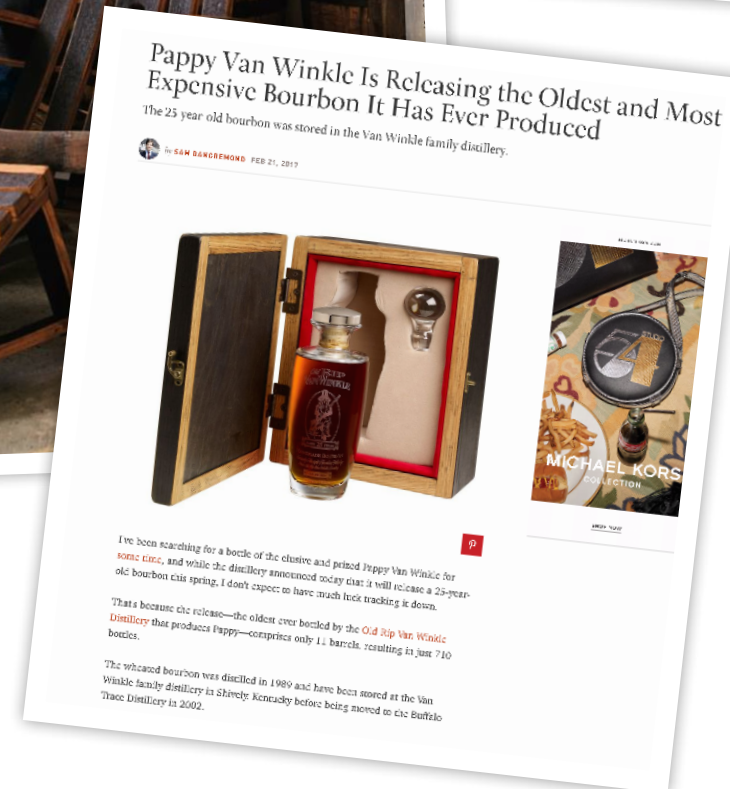
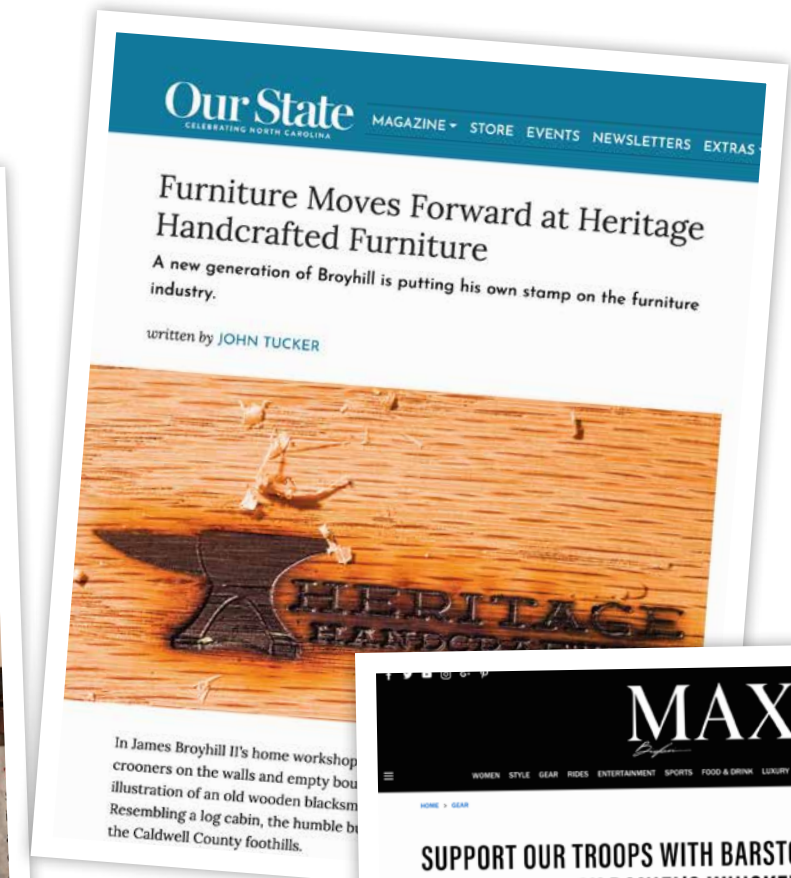
## TV APPEARANCES:

*“Handcrafted America” TV show*

## AWARDS AND ACCOLADES:

*Charlotte Business Journal’s*

*“40 under 40” award*





## CASE STUDY: THE JACK DANIELS “HERITAGE MADE HERO” COLLECTION

By partnering with a fellow heritage brand, Jack Daniels, James’ Heritage Handcrafted venture joined the Jack Daniel Distillery and Armed Services YMCA for their “Operation Ride Home”. The campaign provides financial assistance to active duty junior-enlisted military and their families to travel home for the holidays from their military base.

In collaboration with Jack Daniels, James created Heritage Made Hero, a collection of products made from the iconic distillery’s aged whiskey barrels. James’ aesthetic and creative guidance was a perfect fit for the campaign’s marketing efforts. His down-to-earth, hard-working persona and relatable style resonated deeply with the audience, elevating the cause’s visibility and maximizing their advertising push.

*Brands that need a human voice, a style icon, and a relatable message can fill a vacant void in their product marketing efforts.*





## CASE STUDY: PAPPY VAN WINKLE / PAPPY AND COMPANY

As part of an ongoing partnership with the legendary whiskey brand, James' creative venture, Heritage Handcrafted, released a limited-edition Pappy Van Winkle Signature Gift Set. The beautifully crafted box, made with the reclaimed bourbon barrel wood used to produce the world-famous Pappy Van Winkle's Family Reserve bourbon, intertwined two iconic American brands. The exclusive box set blended James' eye for design and the storied quality of one of the world's best whiskeys. The result was a collaboration that appealed to a distinctive audience - one that values a slower process and a better product, exclusivity, and an appreciation for the handcrafted. Pappy Van Winkle fans were exposed to the Heritage Handcrafted brand and introduced to James Broyhill, the new generation of a household name.

*The relationship was so successful that both brands collaborated a second time to create a custom co-*

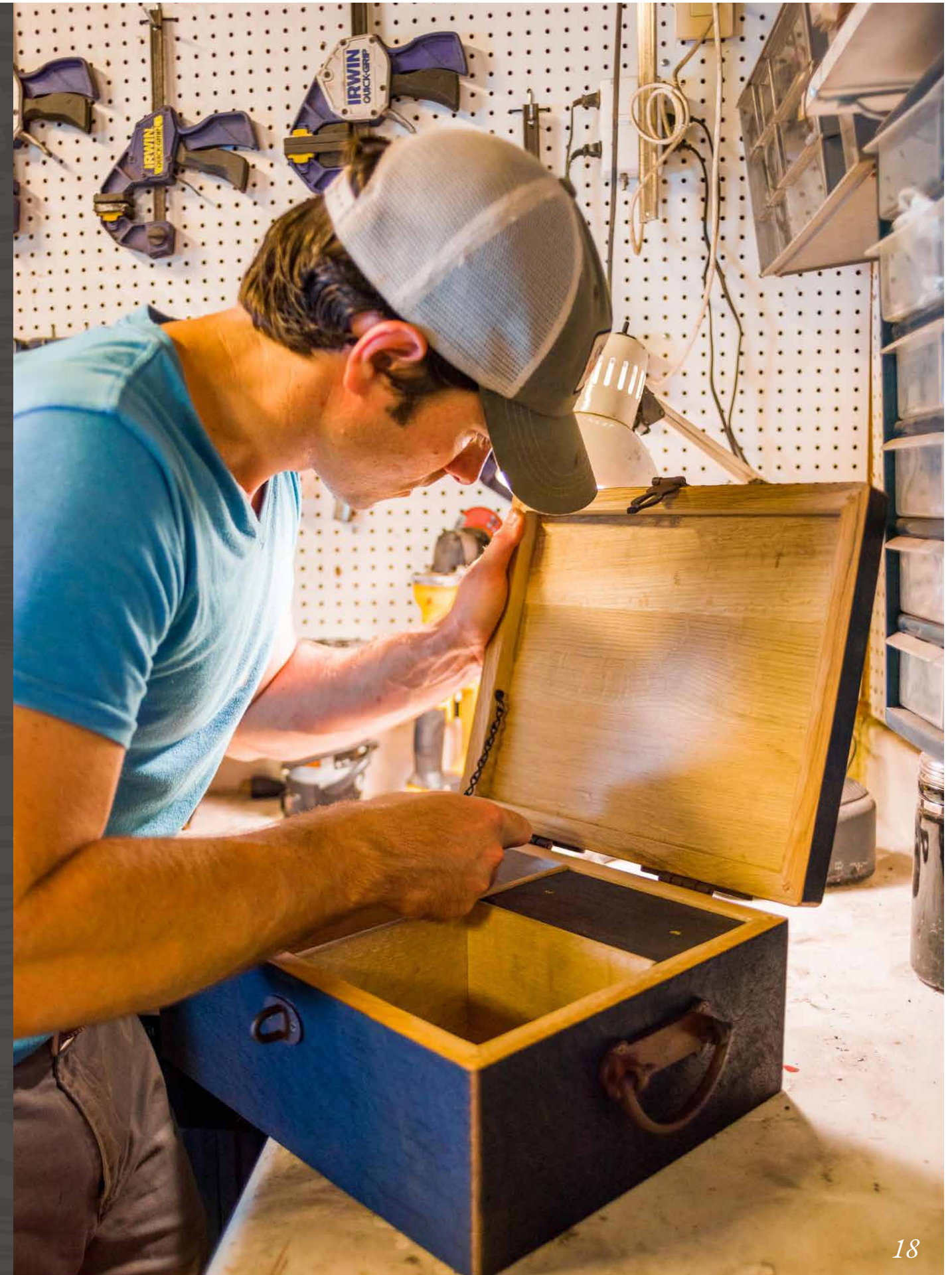




## CASE STUDY: ERIC CHURCH - LIMITED EDITION JACK DANIELS GIFT SET

Nashville-based country music star Eric Church has leveraged his massive fame to grow a brand that extends beyond the stage. With a wide appeal and a huge audience, his products include everything from furniture, to apparel and glassware. Now positioned as a lifestyle brand, Eric Church connected with James directly in partnership with Heritage Handcrafted to create an exclusive whiskey glass set, The Rocks Box. Designed and crafted by James, the boxes are made from aged Jack Daniels barrels and features beautifully executed details that make it an heirloom gift to be handed down through the generations.

*Due to this creative collaboration, a new audience of potential customers was connected with the James Broyhill lifestyle through successful marketing paired with Eric Church's immense appeal and James' authentic persona.*





A black and white photograph of a man with short dark hair, wearing a plaid button-down shirt, sitting in a room filled with wooden barrels. The barrels are stacked in rows, and some have handwritten markings like 'BBS' and 'DB'. The man is looking directly at the camera with a slight smile.

**B** BY JAMES BROYHILL

COMING SOON – JB BY JAMES BROYHILL APPAREL BRAND / LAUNCHING 2020



## INTRODUCING JB BY JAMES BROYHILL

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Creative, aspirational, and experienced - The JB by James Broyhill brand offers a full suite of lifestyle marketing services aimed at new product launches across several industries, **specifically focused on the home, apparel, and lifestyle space**. We drive product awareness through marketing, advertising, and public relations, while creating an aspirational brand that resonates with today's global customers.





## OPPORTUNITIES

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A marketing partnership with us isn't limited to a well-known name.  
With our team, our capabilities include:

BRAND AWARENESS WITHIN AN UNTAPPED MARKET

JOINT CELEBRITY MARKETING ENDORSEMENTS  
PUBLIC RELATIONS PLANNING, STRATEGY, AND  
IMPLEMENTATION

PRODUCT DESIGN COLLABORATION

HOUSEHOLD NAME RECOGNITION

PUBLIC APPEARANCES

SOCIAL MEDIA PLANNING, MARKETING, EXPOSURE,  
AND CROSS-PROMOTIONAL MARKETING INITIATIVES

VIDEO & GRAPHIC SCRIPTING AND PRODUCTION  
FOR ONLINE AND TV BROADCAST, AS WELL AS  
INITIATIVES RELATING TO SALES, PROMOTION,  
AND MARKETING

*James Brophy Hill*