

# joah love

fall in love with joah love



media kit



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## conceived...our story

How did we conceive the name joah love? There are three meanings behind it:

1. "joah" is a combination of the first two letters in the names of founders, **joy** and **ahyoung**.
2. In Korean, to say that you "joah" something, means you really like it.
3. "joah" is a Hebrew word that means, "God is his brother."

The guiding principle of joah love is that the intentional display of brotherly love breaks down barriers and opens doors to wonderful collaborative opportunities while spreading love, unity and peace.

Launched in 2008, joah love has its own distinct flavor, which we describe as Euro-contemporary with a twist of avante garde and focus on comfort. joah love creates timeless fashion pieces and basics that are practical for parents to take care of and comfy for kiddos. Our collections offer a blend of unique, buttery fabrics with abstract detailing to create signature pieces. joah love is carried in more than 130 fine boutiques across the U.S., Canada, Japan, Belgium and rapidly expanding world-wide. *Earnshaw's Magazine* recently named joah love one of the hottest-selling new kids' brands.

joah love is comprised of one part clothing designer, one part artist, and one part entrepreneur--Ahyoung Kim, Joy Marie Smallwood, and her husband, David Smallwood. The seeds for what would become joah love were planted more than a decade ago when Ahyoung met Joy Marie at a fashion shoot. After years of successfully pursuing separate careers, the three friends decided to collaborate and launch joah love in 2008. Ahyoung, Joy Marie and David have a shared passion to see joah love become a global lifestyle brand that transcends superficiality and passing trends.

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## partnered...the founders



ahyoung kim

Born in Seoul, Korea, Ahyoung and her family relocated to Seattle, WA when she was nine years old. After high school, determined to convince her parents she could make it as a designer, Ahyoung declined an academic scholarship to the University of Washington and moved to LA to attend the Fashion Institute of Design and Merchandising with \$1,000 to her name. Upon graduating, Ahyoung apprenticed for Richard Tyler and began working as a contemporary women's wear designer. In 2003, Ahyoung became a member of the Costume Designers Guild, and went on to become V.P. of Product Development for SMK Merchandising from 2003-07, where she oversaw Wayans Brothers-branded projects with Warner Bros., 20th Century Fox, Disney, Nickelodeon, and Scholastic Publishing. In 2007, Ahyoung and Joy Marie took a trip to Seoul, where they got the inspiration to start a kids' clothing line. Six months later, joah love was born. Ahyoung's parents are now happy they let her follow her dream.



joy marie smallwood

Joy Marie Smallwood grew up on Bainbridge Island, Washington, surrounded by the arts. Her mother is an internationally known painter. Living the life of a "creative-type" is all Joy Marie has known since her youth. After graduating from UCLA with a degree in Fine Art, Joy Marie spent several years as a painter commissioning portraits for celebrities and notable figures in Los Angeles. After the birth of her first child, Joy Marie and her husband, David, started lifestyle photography company, Joy Marie Photography, in 1999. Joy Marie Photography has taken Joy Marie all over the world for clients like Sony Music, EMI Music Group and Motown. Nearly a decade and three beautiful boys later, Joy Marie and David decided to start joah love with good friend, Ahyoung Kim. Joy Marie Photography provides all the imaging for joah love, giving Joy Marie the unique opportunity to combine her passion for fashion with her love for art.



david smallwood

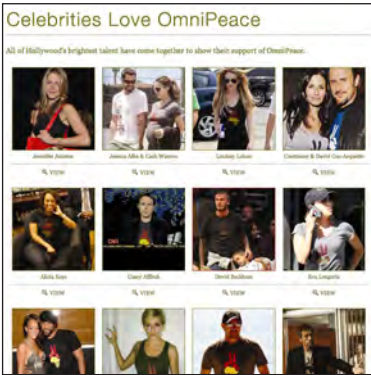
David Smallwood was born and raised in Denver, Colorado. David attended UCLA on a Martin Luther King, Jr. Academic Scholarship for Outstanding High School Achievement & Community Service. After graduating from UCLA with a degree in European History, David began working for a nonprofit organization in Los Angeles. In 1999, as the CEO of Joy Marie Photography, David also launched his own branding and marketing consultancy. As a consultant, David went on to help produce the 'The Bible Experience,' a fully dramatized audio Bible that featured Denzel Washington, Forest Whitaker, Samuel Jackson and Angela Bassett, among other notable African-American performers. 'The Bible Experience' won a prestigious Audie Award for Audio Book of the Year, and went on to become the best-selling audio Bible of all time. He then started joah love with his wife, Joy Marie, and good friend, Ahyoung Kim, in 2008.

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## aligned...joah love for OmniPeace

In 2009, joah love became the exclusive children's apparel licensee for OmniPeace, the humanitarian fashion brand bringing change and hope to Africa. OmniPeace products unite people throughout the world in an effort to support peace, education, human rights and the end of extreme poverty in Africa by 2025. We created the "When I Grow Up" and "Falling Stars" tees to support OmniPeace's efforts. 25% of all sales of our joah love for OmniPeace line goes to support OmniPeace. For more info about OmniPeace, go to [www.omnipeace.com](http://www.omnipeace.com).



**OmniPeace®**

Can Fashion Save Lives?™  
OmniPeace Thinks So...

OmniPeace products unite people throughout the world in an effort to promote peace, education, human rights and end extreme poverty in Africa by 2025.

OmniPeace donates 25% of its profits to humanitarian efforts committed to these goals.

When you purchase an OmniPeace product, you are supporting a movement that begins with you.

Can you think of a better return in life than saving one?

[www.OmniPeace.com](http://www.OmniPeace.com)

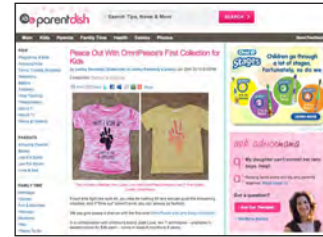
Celebrity names: Jennifer Aniston, Casper Ankleck, Kevin Costner, Sherry Crow, Hugh Laurie, Hayden Christensen, Gwen Stefani, Sienna Miller, Courtney Cox, David Beckham, Common, Eva Longoria, Kate Bosworth, Alicia Keys, Naomi Campbell, Sharon Stone, Lindsay Lohan, Ryan Phillippe, Gabrielle Union, Gavin & Kristaton Rossdale.



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## acknowledged...joah love in the press



earnshaw's magazine | people magazine's celebrity blog | aol's parent dish blog  
madame figaro japan magazine | lunchbox magazine

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## committed...casa hogar orphanage

We approach our work with purpose, creativity, humility and social responsibility. joah love is a proud monetary supporter of casa hogar imperio de amor orphanage located in the heart of Monterrey, Mexico. Casa Hogar is a privately run facility that does not receive financial support from the Mexican government. There are currently 75 children being cared for at Casa Hogar, all who've experienced unimaginable horrors at the hands of their parents, caretakers and strangers. Part of team joah recently traveled to casa hogar, and we're happy to report that these children are being fed, loved and nurtured physically, emotionally and spiritually. joah love is thrilled to support casa hogar and similar organizations that are taking a proactive stance against crimes committed against innocent children.



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inspired...the joah love vision brought to life



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