

Dillard's Launches Venita Aspen for Gianni Bini

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LITTLE ROCK, Ark.--(BUSINESS WIRE)-- Dillard's, Inc. ("Dillard's") (NYSE: DDS) is pleased to announce the launch of Venita Aspen for Gianni Bini, the first limited-edition capsule collection offered under Dillard's exclusive Gianni Bini brand. Developed in partnership with Charleston, South Carolina-based style influencer, Venita Aspen, this exciting, fresh spring collection celebrates her love of fashion, beauty and creativity with versatile, of-the-moment pieces.



The Venita Aspen x Gianni Bini Andrea dress is available exclusively at Dillard's. (Photo: Business Wire)

woman's life. Follow Gianni Bini on Instagram @giannibiniofficial.

Dillard's, Inc.
Julie Johnson Guymon
501-376-5965
julie.guymon@dillards.com

Source: Dillard's, Inc.

Multimedia Files:

"My spring collection is one that can be described as a structured, timeless + whimsical moment with a hint of vintage flare," said Venita Aspen. She adds, "I hope to embody the beauty of the saying, 'fashion has no rules'. From pattern play, monochromatism, and everything in between, this collection will help you bring to life the fashion rules you choose to live by."

Dillard's Vice President Alexandra Dillard Lucie added, "We cannot imagine a more perfect way to launch our inaugural Gianni Bini capsule collection than with Venita Aspen. Our Gianni Bini client is a trend focused girl on the go, with a sense of style that is feminine and fun, yet effortlessly cool. This is Venita Aspen. We have loved working with Venita on this beautiful collection - and we are thrilled with the outcome!"

Beginning today, Venita Aspen for Gianni Bini is available in all Dillard's locations and online at dillards.com. The line features limited-edition pieces in contemporary ladies' apparel, footwear and swim.

About Venita Aspen

Venita Aspen is a Charleston, South Carolina native. Her journey has afforded her hands-on experience in the fashion, modeling and creative sectors. Her open-minded approach to life has allowed her a vast array of experiences, while her infectious personality has won her many friends and connections in the Charleston area and beyond. Follow Venita Aspen on Instagram @venitaaspen.

About Gianni Bini

Gianni Bini, Dillard's largest ladies' contemporary brand, was launched in 2001 in footwear and later extended to apparel. The mission of Gianni Bini is to always be on the forefront of fashion, offering styles that exude high quality and satiate the contemporary customer's constant craving for the newest, most cutting-edge trends. Gianni Bini aspires to always offer fresh, yet seasonally relevant collections that cater to all aspects of the contemporary



VenitaAspenCleoDress

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