

# EXCLUSIVE: Jenni Kayne's VP of Growth Marketing Exits

Clothing brand Jenni Kayne's vp of growth marketing, Laura Savage-Finch, has left the company, ADWEEK has learned.

A brand spokesperson confirmed that Savage-Finch's last day was April 11 and her role will not be backfilled.

She joined the California-based women's clothing brand in 2023 after leading media strategy and paid social at Wpromote.

The eponymous brand was founded in 2002 by California native Jenni Kayne. It started as a women's clothing brand known for its cashmere sweaters and relaxed trousers before expanding to Jenni Kayne Home in 2017, selling blankets, candles, linens, and eventually furniture in 2021.

That same year, it also launched a beauty collection called Oak Essentials, which announced a retail partnership with Ulta Beauty in January. The beauty chain currently sells the complete collection of Jenni Kayne's skincare, body care, bath, and fragrance products across more than 250 Ulta stores nationwide.

Jenni Kayne also renovates properties under Jenni Kayne Farmhouses, where it hosts events for influencers and friends of the brand ahead of product launches.

According to Business of Fashion, the brand reached \$140 million in sales last year, a 6% increase from 2023. One of its sweaters also sold out last month after Meghan Markle was seen wearing it on her new Netflix show, With Love, Meghan.

“I knew exactly what I wanted to do, which was create an all-encompassing lifestyle brand inspired by other American designers like Ralph Lauren, where you build a world that touches multiple categories,” Kayne told the fashion trade in January.

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