


# WWD



Janie Bryant  
Photo By Courtesy Photo

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## Janie Bryant's Wrinkle-Free Deal With Downy

By KARYN MONGET

Janie Bryant, the award-winning costumer designer for the hit TV series “Mad Men” on AMC, has signed a deal with The oneCare Co. as spokeswoman for Downy Wrinkle Releaser.

In her role as brand spokeswoman, Bryant will develop a guide on fabric care and will provide tips on looking good on the go. She will also be part of a series of promotions this year that will include a live blog, in-store demonstrations and a nationwide satellite media tour.

Reached on the set of “Mad Men,” which is filming its fifth season, Bryant said she and crew members have been using Downy Wrinkle Releaser for the past

year.

“I never iron anymore. When we’re on the set, things happen quickly and it’s imperative that we use products that work in an instant. You just spray it on, smooth, and the wrinkles are gone,” said Bryant.

Bryant noted the spray is “good on knits and wovens.

“It’s also great for vintage fabrics like brocades as well as contemporary, modern fabrics. I also use it on men’s T-shirts and underwear [on ‘Mad Men’],” she said.

Asked what her next project will be, Bryant said, “After we finish shooting this season, I’ll be working with other partners to see what kind of TV series and movies are around. But right now I’m ‘Mad Men’ centric. I just finished the Mad Men Collection for Banana Republic, which hit stores Aug. 9. Of course, it’s inspired by ‘Mad Men’ with apparel for both men and women. It’s officewear to nightwear with a few cocktail dresses, trenchcoats and formal dinner jackets with retro ties,” said Bryant.

Her franchise has expanded quickly over the past year and its growing reach includes a clothing line for QVC, a deal with nail polish brand Naitini and a book, “The Fashion File.” She also signed to promote Maidenform intimate apparel in August 2010 in a viral marketing campaign for the brand on Facebook, YouTube and Twitter.

Bryant confesses that lingerie has always been her “true love.” It’s a category she constantly works with on “Mad Men,” with vintage girdles, garters, stockings and bullet bras from the Sixties. But she has yet to do a licensed collection of intimate apparel.

“I love lingerie...I guess we’ll see,” mused Bryant.