

Jane Smith Creative Agency hits Hollywood



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The creative agency behind major brands such as Sephora, Vogue, and True Religion, named Jane Smith, has opened a Hollywood office.



Lucky Brand campaign. Photo: Jane Smith

Jane Smith's Hollywood headquarters occupy a 2,000 square foot office space on Santa Monica Blvd. The building, like the agency, takes a back seat to the brands it promotes.

Founder Alisha Goldstein named the agency Jane Smith as tribute to how the agency stands in the shadows of the big names it works with.

Goldstein explained, "There are many creative agencies, but I think what we do is just a different kind of approach."

The Hollywood building is an all-white, seemingly unassuming single story brick building. Inside, there is an in house photo studio and also an event space for clients to host their events.

Goldstein spoke further of the Hollywood opening. "I'm horrible at self promotion. Even the name of my agency is anti-self-promotion."

Despite seeming a bit shy when it comes to her own publicity, Goldstein's Jane Smith has an impressive roster of brands that include Elie Tahari, Lucky Brand, and Fabletics, and has previously handled Gwen Stefani, Revlon, Nike, Vince and David Yurman.