St. John Knits International, Inc., commonly referred to in the fashion world as St. John, is an upscale American fashion brand that specializes in women's knitwear. The company is best known for its classic styling and extensive use of primary colors.

A St. John's garment can be identified by its knit-in hem; most companies use sewn-in hems.

The garments especially appeal to executive women or women in positions of authority, due to the use of gold buttons reminiscent of military or nautical officer clothing. The moderately heavy knits are flattering to women “of a certain age” or over 40, and accentuate their good features. The St. John Sport line contains slightly trendier, more youthful styles appealing to women in their 30s. All lines feature cruise wear in the winter.

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HIGH CLASS VANITY

by Mary Jo Thoele

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Following Gray, supermodel Gisele Bündchen became the new face of St. John.

Beginning in Spring 2006, Angelina Jolie became the new face and spokeswoman for St. John. After a three-year campaign as the face of the company, St. John announced that they are replacing the actress because Jolie’s fame has "overshadowed the brand."

In 2010, St. John announced that they are replacing Jolie with British supermodel Karen Elson.

St. John today is headquartered in Irvine, California. The brand has its collections and styles sold in specialty stores in 29 countries and 31 company-owned retail boutiques in the United States. In 2011 the company had an estimated 1,300 employees and 2010 sales of $325 million.

Source: http://en.wikipedia.org/wiki/St._John_(clothing)