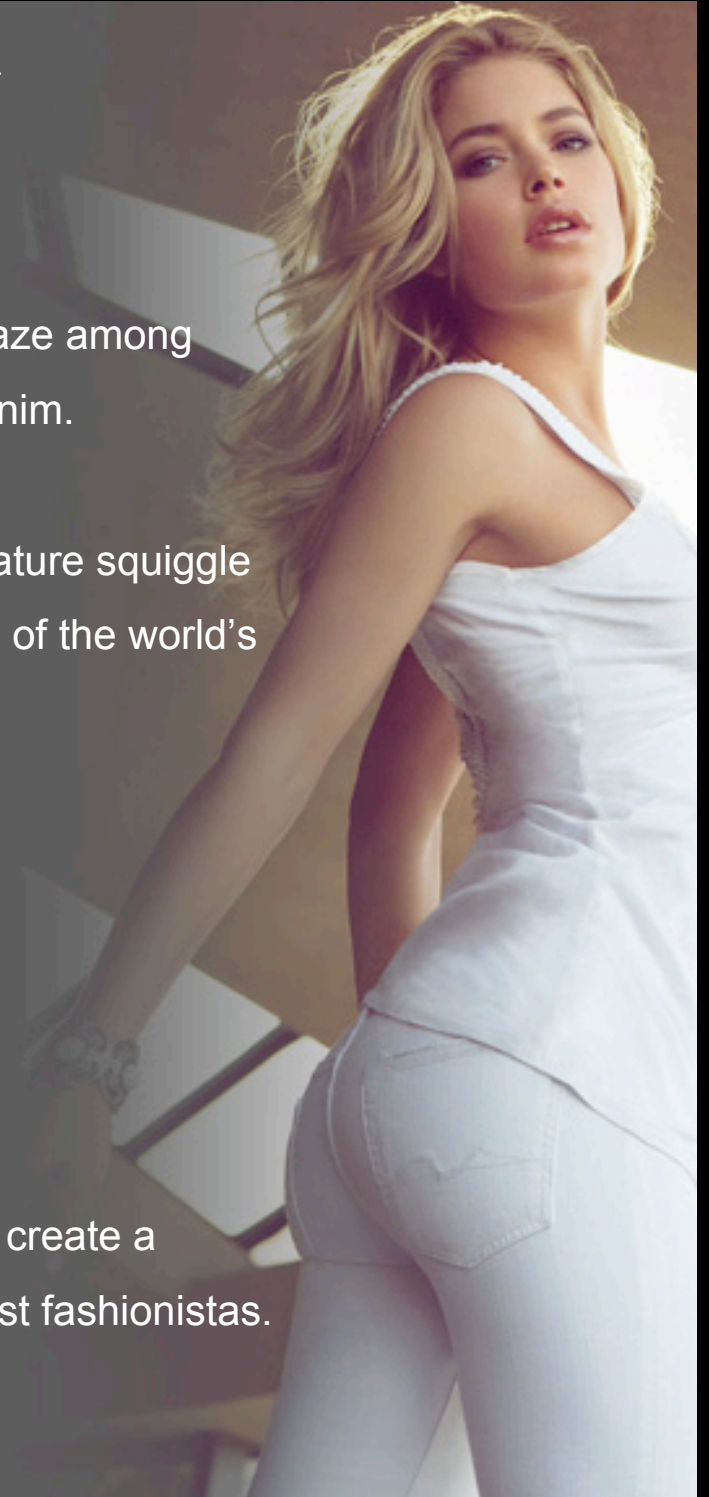


for all 7 mankind

# COMPANY HISTORY

- 2000** • 7 For All Mankind brand is launched and ignites craze among women for superior fitting high quality premium denim.
- 2001** • The world takes notice as 7 For All Mankind's signature squiggle pocket becomes a frequent sight on the back sides of the world's most stylish celebrities and taste-makers.
- 2002** • Men's collection is launched.
- 2003** • 7 For All Mankind NY & LA showrooms open.
- 2005** • Kids collection is launched.
  - The company partners with designer Zac Posen to create a limited-edition collection causing a near riot amongst fashionistas.



# COMPANY HISTORY

- 2006**
  - Collaboration with famed designer, Azzedine Alaia.
  - New world headquarters established.
  - European operations established.
  
- 2007**
  - 7 For All Mankind Handbags launched.
  - Collaboration with Pucci to celebrate their 60th anniversary.
  - Launch of inaugural advertising campaign featuring Carolyn Murphy and shot by Patrick Demarchelier.
  - First retail store opens at 100 S. Robertson Blvd.
  - The company is acquired by VF Corp.
  - Sales grow 32% with a 59% increase in operating income.
  
- 2008**
  - Contemporary Brands Coalition is formed with 7 For All Mankind as the centerpiece brand
  - Integration with VF platforms in the EMEA and Asia/Pacific completed
  - Significant investments in personnel and infrastructure to drive growth initiatives
  - Fourteen retail stores opened

# VISION STATEMENT

**7 For All Mankind** is  
the world's **premiere** brand of  
**luxury denim-lifestyle**  
products...

products focused on **innovation**  
in design, fabric, finish and fit,  
which makes modern consumers  
feel **sexy** and **sophisticated.**



# CORE WORDS

## **Premiere:**

We are the first and best company of our kind

## **Luxury:**

We make the highest quality products

## **Denim-Lifestyle:**

We make products for people who love denim

## **Innovation:**

We are constantly evolving

## **Sexy & Sophisticated:**

Our consumers have an emotional connection to our products



# BRAND POSITION



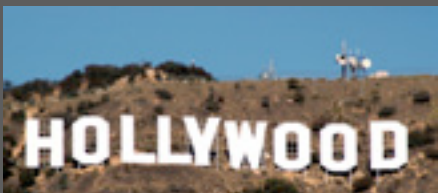
Fashion



Art



Celebrity



Entertainment

# CELEBRITY



HEIDI KLUM



KATE HUDSON



KIM KARDASHIAN



MILEY CYRUS

# CELEBRITY



CAMERON DIAZ



HAYDEN PANETTIERE



SOPHIA BUSH



SALMA HAYEK

# CELEBRITY



JASON RITTER



JOHN KRASINSKI



RYAN REYNOLDS



RYAN SEACREST

# CELEBRITY



ASHTON KUTCHER



JASON KENNEDY



JOE KING



CORBIN BLEU

# CUSTOMER

A highly cultivated consumer who appreciates and enjoys fashion. Our consumer is younger, wealthier, more likely to be single and to live in urban metropolitan cities.

- Target age: 18-44
- 70% of consumers are 20-39
- HHI: \$80,000+
- Highly Educated: College & Beyond



# THE BRAND IS BIGGER THAN THE BUSINESS

## 7 For All Mankind is...

#1 American premium denim brand

- In brand awareness
- In brand equity
- In ownership
- Most desired by consumers 17-26

#2 Global premium denim brand in unaided awareness - premium denim buyers

#5 Global premium denim brand in unaided awareness - non-premium denim buyers



for all 7 mankind