

AE77

BRAND BOOK



What happens when
two *opposing forces* collide?

A dramatic, dark sky filled with heavy, grey clouds. A bright, jagged lightning bolt strikes down from the right side of the frame, illuminating the clouds and the dark silhouette of a treeline at the bottom. The overall mood is intense and powerful.

In these *collisions*, we find tension
and inspiration, *power* and *purpose*.



“Contradiction is the clearest
way to truth.”

PATTI SMITH



WHO WE ARE

*AE77 is a new breed of brand,
one that captures the style and soul
of New York City and honors
the purity and sanctity of the earth
through an inspired collision
of artistic vision and sustainable
planet-first crafting.*

*A brand that finds inspiration in
creativity and responsibility.*

PURPOSE

To extend American Eagle's *leadership of jeans* into the *premium denim* segment and act as an *incubator of sustainable innovation*.

MISSION

Disrupting the denim industry with a focus on *planet-first practices*.

VALUES

Focus on *sustainability*. Focus on *universal assortments*.

Focus on *lowering our impact on the planet*.

Focus on *quality and craftsmanship*.



CREATIVITY



SUSTAINABILITY

THE URBAN



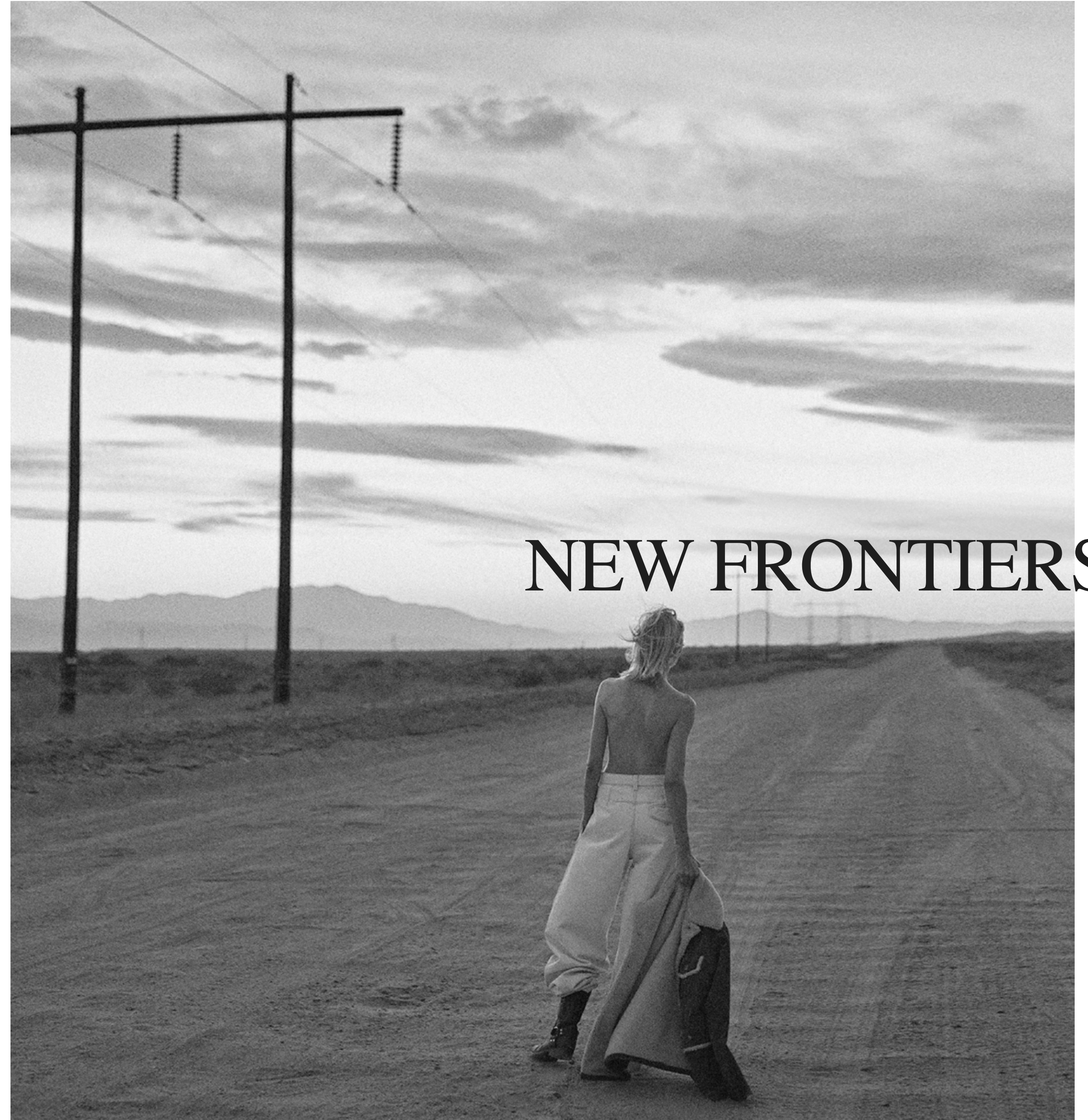
THE NATURAL



NEW YORK



NEW FRONTIERS



SENSUAL



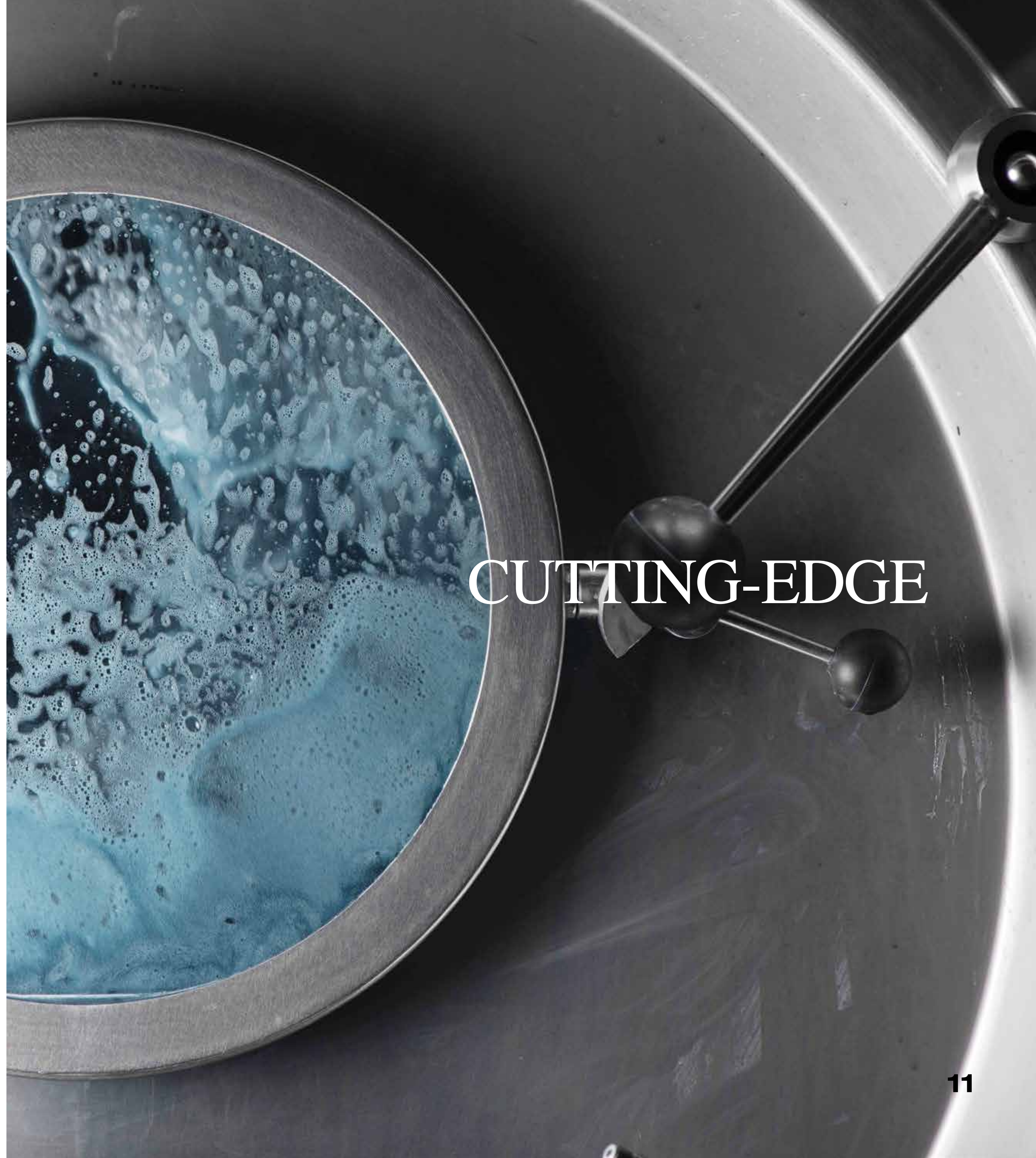
FUNCTIONAL



HERITAGE



CUTTING-EDGE





Artfully Designed. Sustainably Crafted.



Artfully

Bringing together the
*energy of the city &
the soul of the frontier*



Designed

We *consider every detail* that
goes into our garments to ensure that
every piece *resonates with our 77s*



Sustainably

Planet-first approach.
Preserving our earth is part
of *everything we do*



Crafted

Premium quality—made with high quality material
using *exceptional manufacturing techniques*

Planet-conscious in *everything* we do.

We're committed to becoming industry leaders by forging a path to fully sustainable manufacturing.

We want to not only lessen our impact on the Earth and its people, but also uncover ways in which we can return to the planet. We embrace the tension between creativity and sustainability.

Design and manufacturing. Heart and mind. All have an equal weight and impact in everything we do.

Bringing together the industries' top designers and leading sustainability experts, we will push our industry forward with a steadfast focus on innovation. At times, our designs will lead the charge by pushing our vendors and factories to discover the newest concepts in sustainable fabrication and production processes. Other times, it will be the newest innovation in fabrication or production process that will inspire our designs.

We are passionate about offering premium denim and iconic wardrobe staples to our conscious, uncompromising and considerate customer base with whom we share the belief that beautiful design and protecting our planet are of equal priority.



The Fabric



The Techniques



The Impact



The Details

All of our fabrics are made from sustainable raw materials whenever possible, including organic, recycled, and sustainably sourced materials through the Better Cotton Initiative.

AE77 exclusively uses Green Chemistry, which reduces the creation of hazardous substances commonly used in the washing of our fabrics as well as the total resources (water, energy, chemicals, labor) being used.

We lower our environmental impact through more sustainable techniques and machinery. The factories we work with meet our company's highest water standards, exceeding requirements for recycling, water management, and wastewater.

We believe in being planet-conscious, down to the last detail. From how we make our denim and build our stores, to how we source our bags, hangers, and packing tape.

Zero electro plating. Pure copper only. Uncoated raw brass. Indigo and garment dyes. Post-consumer & recyclable materials for packaging.



Our Consumer



AE77 CONSUMER — THE 77s

Our people live by their own creative code, seeking inspiration and vision wherever they go.

The AE77 consumer is a late 20's through mid 40's discerning shopper with a high household income. They have money to spend on premium denim and style they covet.

Our consumer is well-traveled, educated, eco-conscious and independent. They don't live by trends and bring a unique signature flair to their style. The AE77 consumer is a self-curator and approaches their wardrobe with a keen eye. The brand doesn't define their style, they do.

The AE77 consumer is looking for a timeless, iconic, considered assortment of product to build a collection in their wardrobe. They seek a brand that carries crafted, high-quality basics grounded in premium denim with a New York sensibility.

THE CONSIDERED

They see beauty in everything,
and everyone, around them.



THE EXPLORERS

They're as comfortable in the city as they are in the country or desert. They pursue a life well-lived, one of purpose and meaning.

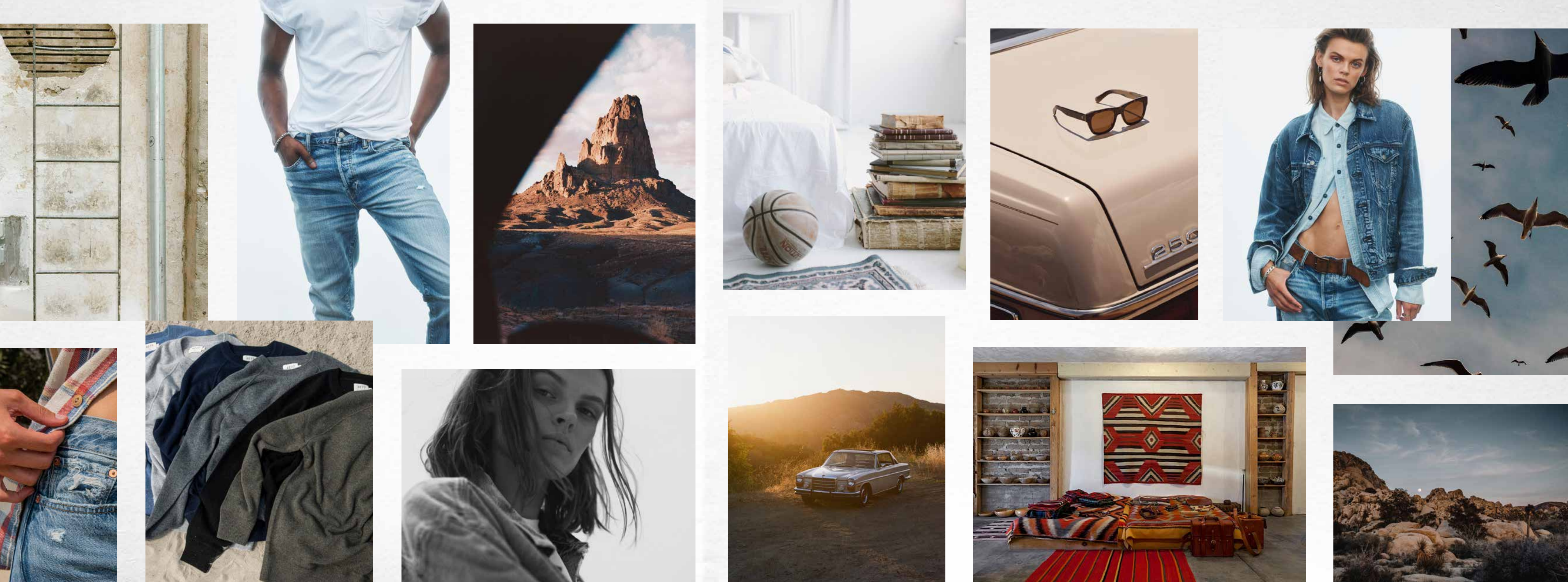




THE UNCOMPROMISING

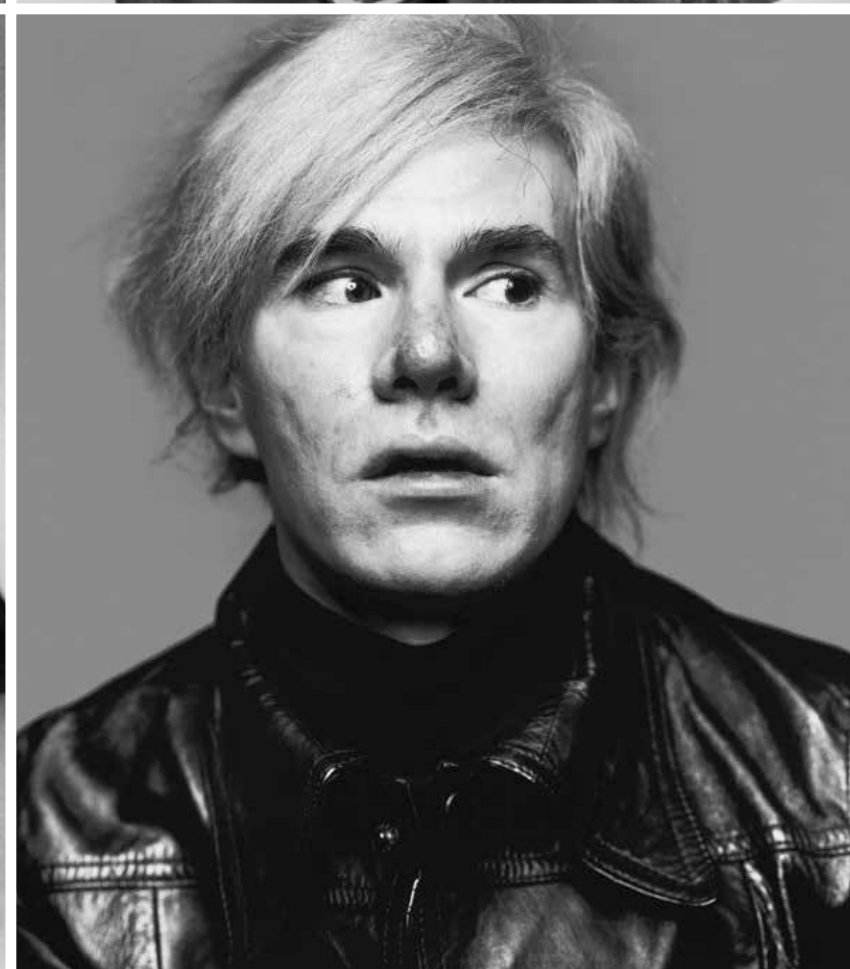
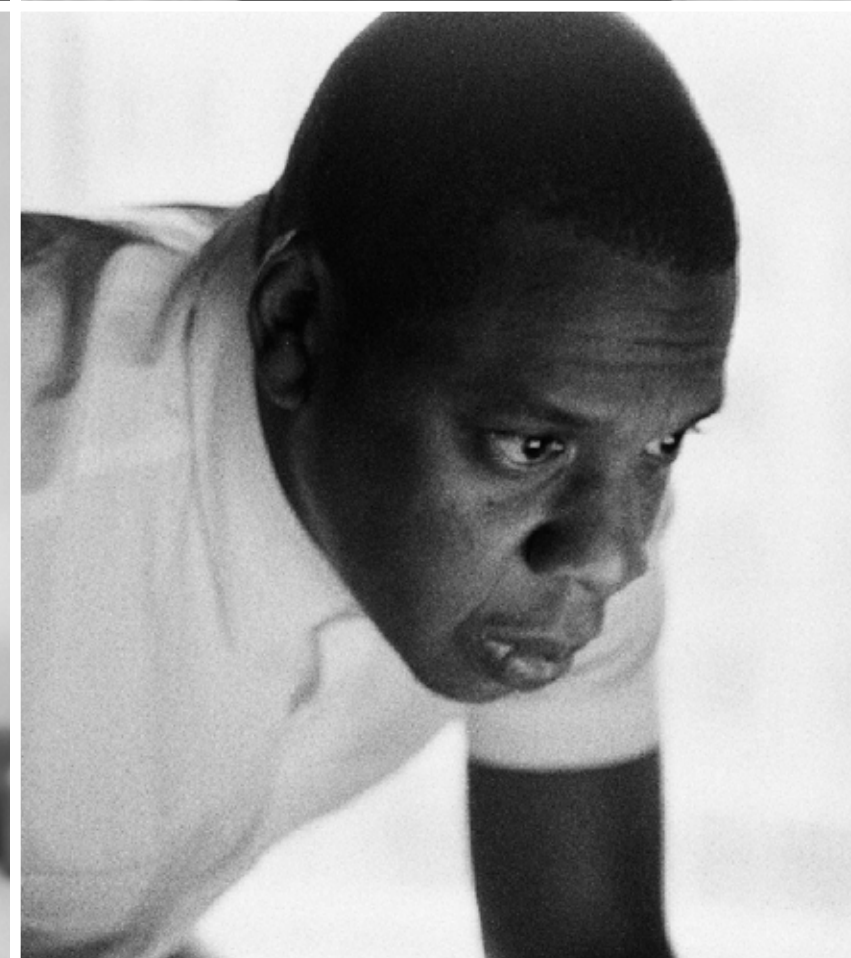
They admire quality over quantity,
appreciation over accumulation,
and a less-is-more mindset over
casual consumption.



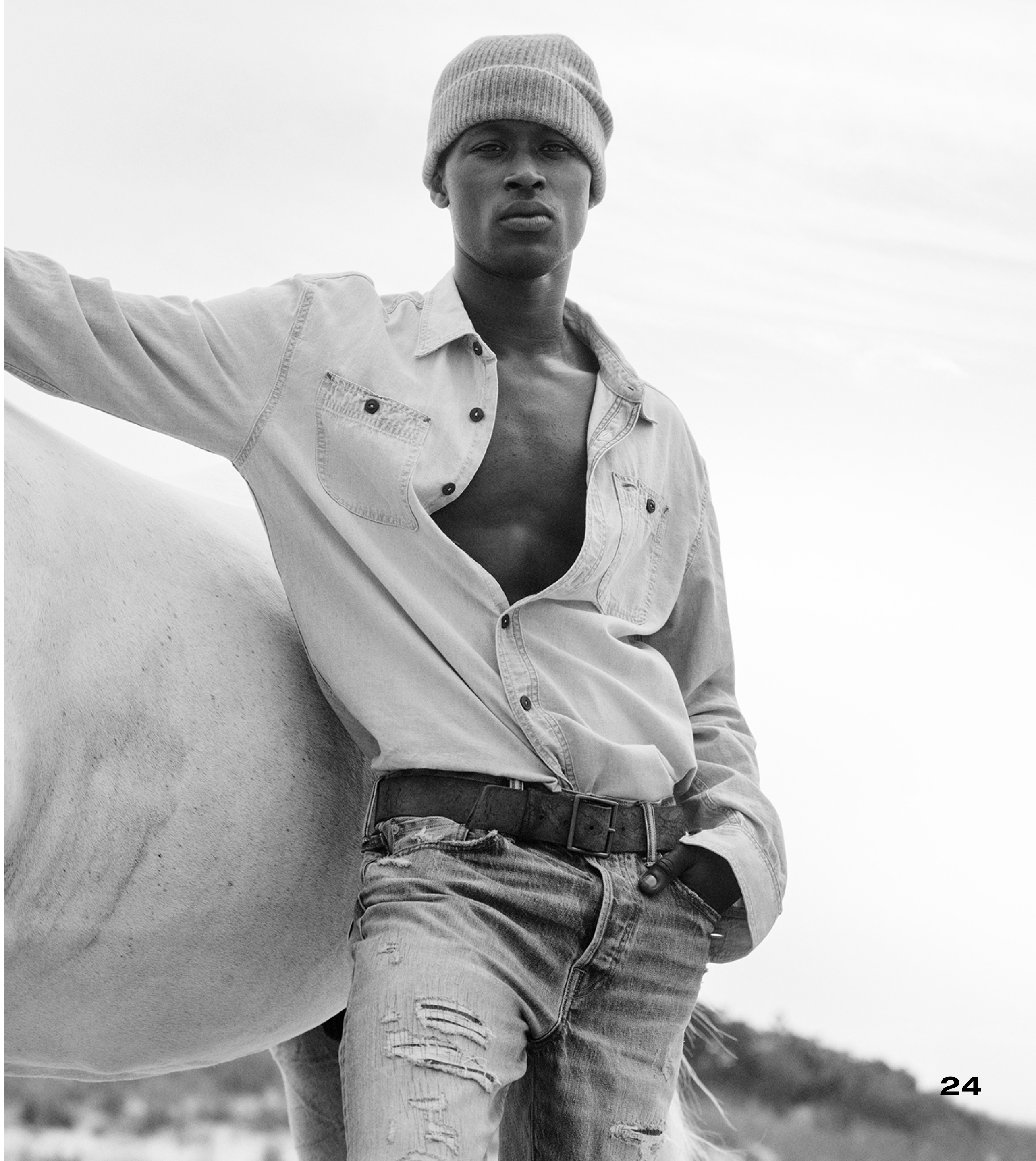


THE CONSCIOUS

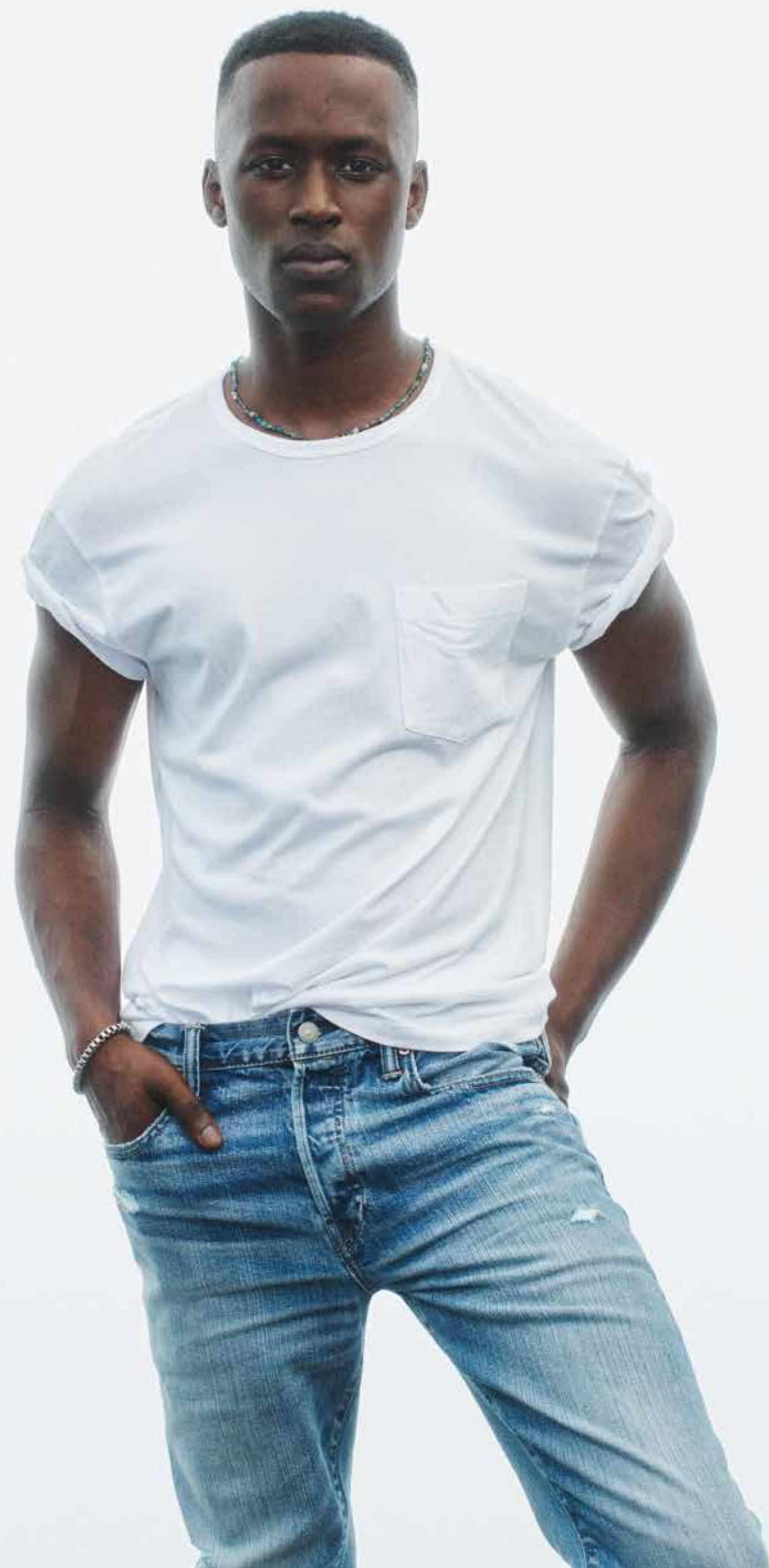
The beauty of the planet is just as important as the beauty of objects, and preserving our earth is part of everything they do.













Our Collection







Price Sheet

Jeans: \$168-\$198

Pants: \$148-\$168

Tees: \$58-\$88

Woven Tops: \$148-\$198

Sweaters: \$198-\$398

Fleece: \$98 - \$128

Dresses: \$248

Outerwear: \$198 - \$898

Accessories: \$25-\$148

Guidelines

LOGO

AE77

***Modified Glaschu Bold.**

LOGO



Logo has exact centerline on the edge of the 'E'. Minimum padding should be at least 50% of total height.

PRIMARY COLORS

WHITE

White is the primary color for AE77—balanced with 98% Black.
Supported with shades of Grey and Light Grey where further distinction is needed.
Typography should be white knock-out on any color darker than 50% Grey.

98% BLACK

GREY

LIGHT GREY

PRIMARY FONT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

TIMES EIGHTEEN

Primary font for hero messaging and headlines.

PRIMARY FONT

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

TIMES ITALIC

Used only in combination with Times Eighteen to accent key words in hero messaging.

EXAMPLE USE:

When two extremes collide,
the *true beauty* of each is revealed.

SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

HELVETICA NEUE ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ACCENT FONT

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()**

HELVETICA NEUE BOLD EXTENDED

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()**

HELVETICA NEUE MEDIUM EXTENDED

Helvetica Neue Bold Extended is used for necessary contrast in hierarchy
Medium Extended is an optional alt where bold is too heavy.

EXAMPLE USE:

AE77 exclusively use Green Chemistry, which reduce or eliminate the generation of hazardous substances commonly used in the washing of denim, as well as achieving a reduction in total resources (water, energy, chemicals, labor) being used.

SPECIFICALLY

All hard wear has eco-finishing: no electro plating, pure copper.

Our zippers are uncoated raw brass with no plating.

LOGO FONT ONLY

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

GLASCHU BOLD

Modified for logo use only. Not to be used in any other application.

Toolkit

TAGLINE

Artfully Designed. Sustainably Crafted.

***Times Eighteen.**

HEADLINE

A New Breed of Denim

*Times Eighteen.

URL

AE77DENIM.COM

ADDRESS FORMAT

83 SPRING STREET

*Helvetica Neue Bold Extended.

Thank You