

summer 2003
BRAND

News



in this issue

Lee® One True Fit™ Line

Twenty X® Celebrity Search

Tommy Hilfiger Intimates
Pant Program



We Fit Your Life.™



Global. Life. Style.

*A*s the global leader in the apparel industry, VF has the strength to outfit our consumers for life, with comfort, quality and style. *Brand News* is designed to highlight the latest product lines from our leading brands while also sharing best practices across divisions and coalitions. Our focus on meeting consumer needs better than any other apparel company is what unites our associates, brands and operations around the world.

Lee® Jeans Helps Women Find Their One True Fit

The battle to find the perfect fitting jean has just been won. With the creation of the Lee® *One True Fit*™ line, the Lee® brand has revolutionized women's jeans shopping experience.

The Lee® *One True Fit*™ line was created to address the needs of twentysomething, contemporary women. These women are no longer shopping in the juniors' department but are not ready to dress like their mothers. Designed for this fun and modern woman, the Lee® *One True Fit*™ line accentuates her figure and provides a flattering, stylish fit.

"The jeans were tested on hundreds of women ranging from size one to size 16. Every woman who tried on *One True Fit*™ jeans agreed they are the best fitting and most flattering jeans she's found yet," said Liz Cahill, director of advertising and public relations for Lee® Jeans.

To ensure the perfect fit, the Lee® *One True Fit*™ jean offers a low-rise contoured waistband that eliminates gapping in the back, and side seams are moved forward to create a longer, leaner look. Specially placed pockets and back-over-riser construction give a lifting and slenderizing effect to every woman's backside.

"We're so excited about this product. It reaches women on a personal level. They feel confidence in themselves and in the Lee® brand," said Cahill.

To get the word out, Lee® *One True Fit*™ ads will air during national cable and network events like the 54th Annual Emmy Awards, NBC's "Friends" and ABC's "The Bachelor" starting in September.

The Lee® *One True Fit*™ line offers a variety of denim, twill bottoms, skirts, jackets and tops and was shipped to select retail stores in June. At an average price of \$40, it offers women a flattering fit and an amazing value.



Lee® Market Week Party!

Lee® Jeans introduced a new advertising campaign supporting the launch of its new Lee® *One True Fit*™ line to a packed house during the Lee® market week party June 3rd at Times Square Studios in New York. Retailers, media and a celebrity guest were invited to preview the new ad campaign and loved what they saw.

"The Lee® *One True Fit*™ campaign is a tribute to young women that conveys the mindset women have when they look good – confident, sexy, stylish," said Liz Cahill, director of advertising and public relations for Lee® Jeans. "The line is truly innovative for us and the campaign helps us highlight what's new and different at Lee."

The Lee® brand's annual market week party is a show and tell of all the company's newest marketing initiatives and product launches. In addition to showcasing the new "Find" campaign for Lee® *One True Fit*™ jeans, Lee showed off the latest Lee® *Dungarees* campaign which brings Buddy Lee back as a cop with a sidekick in a humorous campaign called "Men of Action."

Another highly anticipated announcement during the party was naming actress Christina Applegate as this year's Lee *National Denim Day*® spokesperson. Applegate will make media appearances on behalf of the program and appear in advertisements in top women's publications. In past years, spokespersons including Rob Lowe and Lucy Liu have appeared on some of the nation's top-rated shows including *The Today Show*, *Good Morning America* and *Live! With Regis & Kelly*.

Lee *National Denim Day*® is set for October 10, 2003 and will mark the eighth year this campaign has raised money for the Susan G. Komen Breast Cancer Foundation. To date, the event has raised more than \$36 million for breast cancer research, education, screening and treatment with 100 percent of all donations going directly to the Komen Foundation.

"All in all, the Lee® market week party was a great success. We did what we went there to do," said Cahill.

Wear VF Brands



Shop our brands ...

for more information on these and other popular VF products visit our brand web sites!

1. Lee® Girls' Monterrey Hipster Jean, www.leejeans.com
2. Lee® One True Fit™ Basic Flare Jean, www.onetruefit.com
3. Lee® Misses Plain Front Nanocare Pant, www.leejeans.com
4. Twenty X® Buttondown Collar Woven Shirt, www.20X.com
5. Lee® Boys' Carpenter Jean, www.leejeans.com
6. Lee® Men's Cargo Pant, www.leejeans.com
7. Men's Timbercreek by Wrangler® Utility Cargo Shorts, www.wrangler.com
8. Timbercreek by Wrangler® Dress Denim Pant, www.wrangler.com
9. Riders® Misses Mid-Rise Boot Cut Jeans, www.ridersjeans.com
10. Men's Twenty X® Relaxed Fit Jean, www.20x.com
11. Boys Twenty X® Relaxed Fit Jean, www.20X.com
12. Wrangler® Boys ProRodeo Student Jean, www.wrangler.com

How to Dress Professionally in a Casual Office Environment

Deciding what's appropriate for work in a casual office environment can be challenging. Here are some tips to maintain a professional and credible image at all times.

1. Pair khakis, jeans (not too low or tight) and other casual bottoms with collared or polo shirts, sweaters, blouses or nice knit tops – not tee shirts. Wearing shorts or tennis shoes is casual, not “business casual.”

2. When meeting with outside customers or vendors, add a tie or a sport coat to a denim shirt to maintain that professional “VF” image. A jean jacket paired with a skirt or casual pant is also a great look.

Ultimately, there can be no rules...just guidelines. Use good judgement and “VF” common sense.

written by Susan Williams, VP Human Resources



TIMBER CREEK
BY WRANGLER®

Twenty X® Celebrity Search Heads West

Tighten your saddle and hang on to your hats. The 2003 *Twenty X*® Celebrity Search is under way for the second time in as many years, and it's going to be a wild ride! The *Twenty X*® brand is searching for members of the National High School Rodeo Association (NHSRA) to join its team of endorsees and models.

"Linking the *Twenty X*® label and the NHSRA was a natural fit because both entities court contemporary high schoolers who embrace the western lifestyle," commented Edyie Brooks-Bryant, marketing manager for VF Jeanswear. "By allowing people to vote on peers who are real life cowboys and cowgirls to make them *Twenty X*® models and athlete endorsees, the brand makes a strong connection."

In its second year, the national search received hundreds of submissions. To enter, contestants had to be members of the NHSRA and submit a photo of him/herself in *Twenty X*® apparel as well as a short essay and list of activities outside of rodeo. After the initial round of voting by attendees of the National High School Finals Rodeo eliminates 10 of the 20 contestants, finalists will be judged on poise and maturity, appropriateness to the *Twenty X*® brand image, and live interview responses.

"We launched the celebrity search in 2002 to generate excitement for the brand and to find high school rodeo athletes who epitomize the essence and energy that embodies the *Twenty X*® brand," said Brooks-Bryant.

A panel of celebrity judges will cast their final votes and award one male and one female with *Twenty X*® brand celebrity status, which means they will receive *Twenty X*® product valued at \$500 and a chance to appear in upcoming *Twenty X*® advertisements.

The winners will be announced at the National High School Finals Rodeo (NHSFR) in Farmington, New Mexico, on July 22nd.

Remember to check out www.20X.com on July 22nd for final results.



Wrangler® Western Network

One of the Wrangler® brand's most valuable marketing tools is the Wrangler® Western Network (WWN), which has the capacity to email news items, promotion announcements, and event information to over 75,000 consumers in mere seconds. For example, to generate excitement for the *Twenty X*® Celebrity Search and solicit contestant entries, the Wrangler® brand turned to the WWN.

The image shows an email newsletter for the 20X Celebrity Search. At the top left is the Wrangler logo and the 20X logo. The main headline reads "DON'T MISS THE DEADLINE! DO YOU KNOW A POTENTIAL 20X CELEBRITY? TELL 'EM TO ENTER TODAY!". Below this is a "WANTED" poster featuring several celebrities' faces. Text on the poster says "WANTED: OUTLAWS, REBELS... Fans of extreme sports, rodeo and adventure, enter the 2011 Celebrity Search and you could join the MIX team of celebrity endorser. GET your picture in 20X ads! Win free clothes! Enjoy the attention of millions! Get going: read the rules and ENTER the contest at 20X.com. Deadline is May 1st". At the bottom, there is a footer with contact information: "Thanks for requesting Wrangler Western Network e-mail. We love feedback - write to wwn@wrangler.com to unsubscribe. [click here](#). We will not share your name or information without your permission. Read our [privacy policy](#)."

The image shows an email newsletter for the Wrangler NFR Rodeo. At the top left is the Wrangler logo and the 20X logo. The main headline reads "The 2011 Wrangler® National Finals Rodeo is on the horizon and every rodeo fan's wondering - Who's going to turn in the big performance this year? Who are the gold buckle contenders? Is a record-setting seventh title in store for Dan Modersart?". Below this is a photo of a cowboy riding a bucking bull. Text on the page says "Get your own quarter about the 2011 WFR® [Ask Us, Modersart](#) - we'll post the best questions and 1/2's answers in the coming weeks. And while you're at it be sure to enter the [Cow, Call It, Contest](#). We're sending the winner to the '11 Wrangler NFR." At the bottom, there is a footer with contact information: "Thanks for requesting Wrangler Western Network e-mail. We love feedback - write to wwn@wrangler.com to unsubscribe. [click here](#). We will not share your name or information without your permission. Read our [privacy policy](#)."

The Wrangler® Western Network (www.wrangler.com/wwn) was launched in April 2001 as a way to extend and deepen relationships with western consumers. The Wrangler® brand was the first western apparel manufacturer to implement an online network, linking consumers to the western lifestyle.

"The Wrangler® Western network has been a very successful turnkey initiative," said Debbie Collier, manager of marketing services for VF Jeanswear. "It serves as a vehicle to enable the *Cowboy Cut*™ and *Twenty X*® brands to reach out to key targets and build relationships while simultaneously building a pertinent database. Feedback has been overwhelmingly positive."

The Wrangler® brand uses interactive methods, such as clickthroughs and surveys, to collect information about consumers' attitudes, product preferences and buying habits. Information gathered by the Wrangler® brand is used for product development and marketing initiatives.

"Since knowing the consumer is key, the Wrangler® brand continually evaluates and improves communication to consumers. This communication tool offers convenience and connects the consumer to our brands like never before," said Collier.

Tommy Hilfiger Intimates Thinks Inside the Box

It was Tommy's out of the box thinking that brought them inside the box. Launching the first ever 100% cotton boxed pant program, Tommy blends value, quality and style in one convenient package.

"As an overlooked segment in the intimates market, it was a great opportunity to expand our pant category while bringing value and innovation to consumers," said Laurie Hagan, VP and general manager for Tommy Hilfiger Intimates.

Adorned with the Ithaca stripe, the *Tommy Hilfiger*® box is light, clean, and crisp with a touch of feminine appeal. Nestled inside are a variety of silhouettes detailed with picot trim and the *Tommy Hilfiger*® trademark. With an array of sizes and vibrant colors, the line offers the Bikini, String Bikini, Hi-Cut, Hipster and Thong silhouettes all in the very soft and comfortable 100% cotton.

Priced at 3 for \$19.50, this "grab and go" concept will excite consumers and retailers alike. "When consumers see the Tommy signature box, and the 3 for \$19.50 pricing, they know they are getting a quality brand and style for a great price," said Hagan.

To keep pace with the brand's growth at retail, Tommy is expanding the pant category to reach a different consumer. Aimed at the 18 to 35 female, the new 100% cotton boxed pant program offers a wide selection of more basic styles and colors. Priced right, these consumers get a status brand for an exceptional value. "This was a new way to reach different consumers while bringing a fun new product to retailers," said Hagan. "This will build the pant program and increase brand awareness in the pant category."

The concept first wowed retailers during the January 2003 market week and that response has led to full endorsement of the program by all of Tommy's major department store accounts. "We're excited by retailers' responses," commented Hagan. "We've got a great product and packaging concept that will grow the *Tommy Hilfiger*® brand and meet consumers' needs."

The *Tommy Hilfiger*® 100% cotton boxed pant program will be sold in department stores and will hit shelves in August 2003.



Mark Your Calendars ...

Lee ^{® M.P.} **National Denim Day** [®]

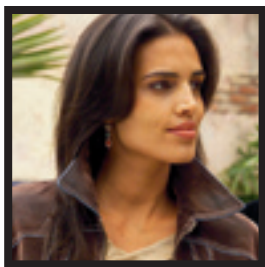
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Christina Applegate
Lee National Denim Day [®] spokesperson

Do you have a **Brand News** suggestion or comment?
contact Susan Hendrickson:
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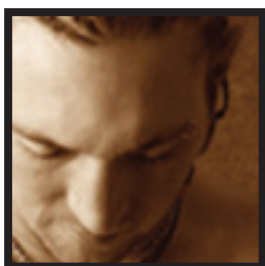
A special thanks to Susan Williams
for her contribution to this issue of **Brand News**.



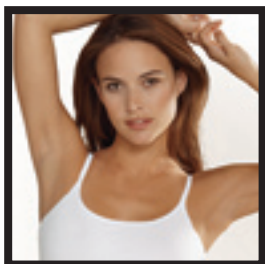
Lee® One True Fit™ Line



Back to School ... Back to Work



Twenty X® Celebrity Search



Tommy Hilfiger Intimates Pant Program



We Fit Your Life.™ www.vfc.com