

# BANANA REPUBLIC

## Introducing 'The New Look of Banana Republic'

*Fall Campaign Showcases the Brand's Evolution and Tells the Story of Exciting Things to Come*

**SAN FRANCISCO, August 7, 2014** – Starting today, Banana Republic is revealing a new look, anchored in the fresh styling point of view of the brand's new Creative Director and EVP of Design, Marissa Webb. Fall signals a significant shift across the entire brand, from the product and styling of the collection, to the debut of the global marketing campaign, "The New Look of Banana Republic."

"It's a new day at Banana Republic," said Jack Calhoun, Global President, Banana Republic. "This Fall collection and campaign bring us to a more modern, fresh place, that's still deeply rooted in our heritage. Under Marissa's creative direction, we're embracing a bold aesthetic that's more relevant to the way our customers live their lives. This is just the beginning of exciting things to come."

In a strategic cadence to debut the new fall product in an exciting way, the brand offered customers a first view of things to come in fall product through a series of brand posts on Banana Republic's social media channels, as well as organic posts on Webb's personal channels, which elicited excitement and strong response from customers. As a way to reach new audiences, the brand teased the fall collection on Snapchat for the first time, giving fans a first look at fall behind-the-scenes with Webb. Later in August, Banana Republic extends its digital reach even further, as part of a select group of brands partnering with Instagram on paid advertising—a first-time amplification for the brand on the platform.

"The New Look of Banana Republic reflects our charge towards authenticity in storytelling, where fashion is front and center," says Catherine Sadler, Global Chief Marketing Officer. "Fall is a continuation of the marketing platform we first introduced this spring, and now we're excited to share the next chapter. This fall campaign reflects a strong stylish step forward in our evolution."

The print campaign celebrates the brand's heritage and commitment to authenticity by sharing product stories through the lens of real-life couples who embody the spirit of the modern day adventurer. Fall fashion is brought to life on singer / songwriter Aloe Blacc and his wife, recording artist and songwriter Maya Jupiter; couple Tenzin Wild, Creative Director & Founder of *The Last Magazine*, and actress, Tao Okamoto; couple Ben Hill and Zuzana Gregorova; couple Kel Markey and Miles Garber, among others.

Product stories told within the campaign are that of an effortless cool, blending easy-wearing pieces and textures. For her, materials of leather, chambray and cashmere are styled layered, abutting elegance with edge, while for him, we see varied textures and mixed proportions that push the style point of view. This youthful sense of hi-lo styling resonates throughout – offering the first true example of Webb's creative influence.

"It's been exciting for me to work with the Fall collection and push the fashion component even further through styling," said Marissa Webb, Creative Director and EVP of Design of Banana Republic, "I'm excited to share what we've been working on and the direction we are headed."

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### **About Banana Republic**

Banana Republic is a global apparel and accessories brand focused on delivering modern American style. Dedicated to helping customers achieve their best in life's moments big and small, both personally and professionally, Banana Republic offers covetable clothing, handbags, jewelry, eyewear and fragrance at accessible prices. Founded in San Francisco, Banana Republic is located in over 700 company-operated and franchise retail locations worldwide.