

A woman with voluminous curly hair is standing outdoors, looking off to the side. She is wearing a tan-colored trench coat with a matching belt, over a light-colored top and dark trousers. She is holding a large, structured brown leather handbag. The background shows a building with large windows and steps.

Brands Are In Store for JULY & AUGUST

For months now you've been hearing how we are going to change the outerwear offering in our stores to feature nationally recognized brands. Well, the time for talking is over and the brands are rolling in! To support our new branded apparel initiative we have new graphics, new in-store merchandising strategies and, most importantly, new brands that will attract new customers and resonate with our loyal Wilsons Leather customers. The new branded apparel will heighten our appeal to our targeted customers — Gen X and Young Boomers — with Classic, Contemporary, and Cool merchandise.

Branded merchandise will begin arriving in stores over the next few weeks as we ramp up to our mid-August brand launch.

| MALL STORES |

We are bringing in prestigious department store brands that will attract new customers! Every mall store will be featuring women brand. While we will be price competitive with department stores, we will earn the customers' business with our broader assortment, product intelligence, and superior customer service.

KENNETH COLE REACTION

Modern. American. Accessible. Metropolitan. Kenneth Cole Productions evolved in New York City and is the brand of choice for contemporary urban professional men and women. Kenneth Cole Reaction appeals to professionals who desire the fashion direction and lifestyle of a status brand. Kenneth Cole is a brand for the contemporary customer and displays their fashion savvy and confidence.



“Do you have to go
somewhere to leave an impression?”
– Kenneth Cole



GU

Adventurous. international fashion. human form. attention to detail. cut and fit. GUESS every sense. GUESS the body for a young customer seeking of striking fashion customer.

“The idea is healthy...fun”
– GUESS?

Calvin Klein

The Calvin Klein brand sets the tone of elegance and modern sophistication for adults. Calvin Klein Leather for men and women reflects Calvin Klein's design esthetic of minimalist streamlined new-basic designs that become wardrobe staples. Calvin Klein is a design and fashion icon for the classic to contemporary customer.



“I've never been one
to see women in ruffles
and all kinds of fanciful apparel.
To me it's just silly.”
– Calvin Klein



Sean

The SEAN JOHN brand is a 60 select high fashion. Sean “P. Diddy” Combs sense of style into Sean Combs created the void in the market for fashion forward clothing. urban sensibility and inspired by Mr. Combs diverse personal style.

“It's not just a label”
– Sean John

| OUTLET STORES |

men's and men's styles in every
ent, unsurpassed leather and

GUSS

Sexy. All-American with an
lair. GUESS? celebrates the
GUESS? is defined by great
tail and a European passion for
ESS? is original and modern in
GUESS? styles are cut close to
young, athletic and adventurous
ing the excitement and sizzle
ion. This is a brand for the cool

un...sexy."

John

and will be featured in 50 to
hion urban store locations.
mbs incorporates his acute
every aspect of his life. Mr.
SEAN JOHN line to fill the
for well-made, sophisticated,
othing that also reflects an
nd style. The products are
mbs' image and reflect his
le.

l...It's a lifestyle."

The brands in outlets are fashion classics that are well known to the outlet shopper. In most centers we will be the exclusive retailer of leather from these powerhouse brands. We offer tremendous value for the consumer, especially when compared to fabric products offered elsewhere. Our outlet store brands are gender specific – playing to the strengths of the brands with their established customer base.

TOMMY HILFIGER

The Tommy Hilfiger brand combines fresh American style with unique details to give time-honored classics an updated look for men who desire high quality, designer apparel at competitive prices. The Tommy Hilfiger brand has been built on a powerful design philosophy bringing a fresh perspective to traditional, all-American styling. Tommy Hilfiger leather outerwear emphasizes "classics with a twist".



NINE WEST

Nine West is a total lifestyle brand offering runway looks interpreted into real life fashion. Nine West is dedicated to the Nine West woman. She's smart, sophisticated, elegant, and chic. Someone who loves fashion and appreciates good quality without compromising on price. Nine West is a trusted fashion advisor for the classic to contemporary woman.