



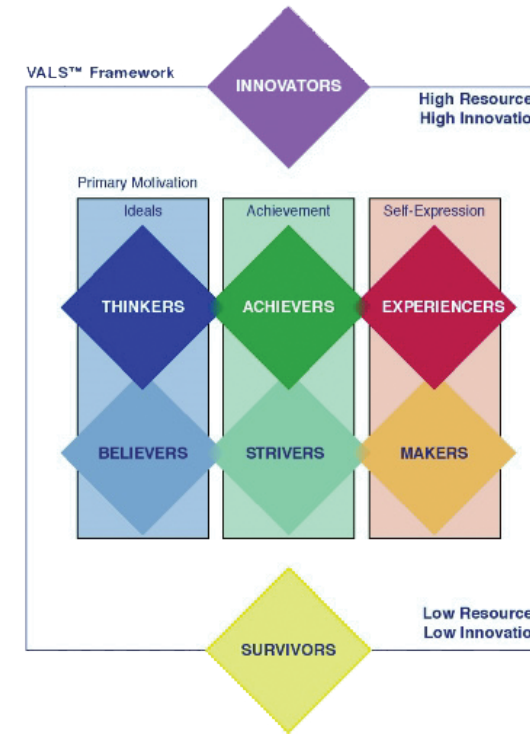


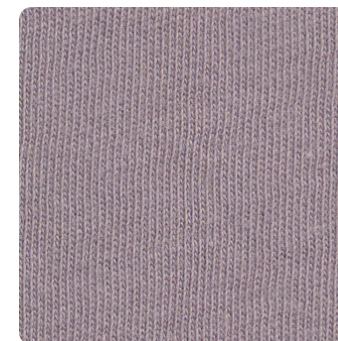
# American Apparel Mood Board

-  **Turquoise**  
PANTONE 15-5519  
CMYK 61 / 0 / 32 / 0  
GOE 104-2-3C
-  **Tomato Purée**  
PANTONE 18-1661  
CMYK 13 / 99 / 70 / 0  
GOE 26-3-1C
-  **Fusion Coral**  
PANTONE 16-1543  
CMYK 1 / 48 / 42 / 0  
GOE 16-1-2C
-  **Violet**  
PANTONE 16-3320  
CMYK 25 / 53 / 0 / 0  
GOE 45-1-3C
-  **Tuscany**  
PANTONE 16-1219  
CMYK 25 / 35 / 41 / 0  
GOE 16-4-1C
-  **Aurora**  
PANTONE 12-0642  
CMYK 4 / 5 / 72 / 0  
GOE 2-1-3C
-  **Amparo Blue**  
PANTONE 18-3945  
CMYK 81 / 47 / 0 / 0  
GOE 69-1-6C
-  **Pink Champagne**  
PANTONE 12-1107  
CMYK 1 / 10 / 20 / 0  
GOE 147-1-1C
-  **Eucalyptus**  
PANTONE 15-0513  
CMYK 26 / 22 / 40 / 0  
GOE 153-1-1C

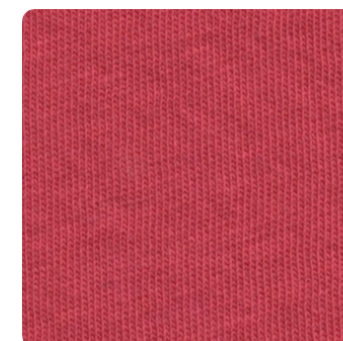


Strivers are trendy and fun loving. Because they are motivated by achievement Strivers are concerned about the opinions and approval of others. Money defines success for Strivers who don't have enough to meet their desires. Strivers are active consumers because shopping is both a social activity and an opportunity to demonstrate to peers their ability to buy. As consumers, they are as impulsive as their financial circumstance will allow.

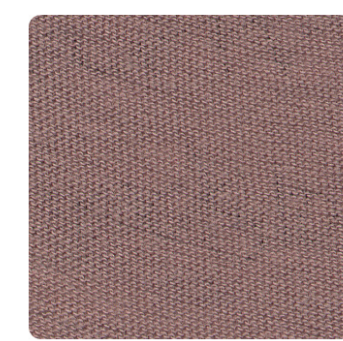
<http://www.strategicbusinessinsights.com/vals/ustypes/strivers.shtml>



Cotton Jersey



Loose Knit Cotton Jersey



100% Organic Cotton



90/10 Poly Cotton Blend