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NEWS RELEASE

Denim That Moves You - American Eagle Outfitters Unveils the New American Jean Campaign for Fall 2017

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Millennial Cast Expresses Themselves in Jeans Built for Freedom

NEW YORK, July 6, 2017 /PRNewswire/ -- Today, **American Eagle Outfitters** debuts its new campaign for Fall 2017 with an inspiring cast and innovative denim. The New American Jean, a collection of denim including new fits, washes and fabrications, is made to move without compromising design. As a recognized leading denim destination, the American Eagle Outfitters' back-to-school collection marks its largest denim offering yet, with a range of 15 fits for women and 11 for men that hits stores and online July 8th.

Handpicked for their ability to break stereotypes and credibility in their multi-hyphenated careers, the Fall 2017 campaign features a new cast of millennials from varied industries and backgrounds including model-actress-vlogger, **Amanda Steele**, champion bull rider-model, **Bonner Bolton**, professional basketball player-artist, **Brandon Ingram**, model-inclusivity activist, **Halima Aden**, model-body positive activist, **Iskra Lawrence** and rapper-actor, **Joey Bada\$\$**. Shown in unretouched, motivational imagery and video, the campaign captures the cast alongside a backdrop representing their particular style, passion and personality.

As an **anthem** for this generation, the brand selected A Tribe Called Quest's "Can I Kick It?" as the soundtrack for the campaign. Between the classic bassline and lyrics, each cast member pays tribute to the iconic record by showing how they kick it in The New American Jean.

In addition to the campaign soundtrack, each cast member adds their own personal style to the Fall 2017 back-to-school collection and the brand's advanced denim -- The New American Jean. The updated jean collection, which

sets new standards in style, fit, comfort and wash, is made for this generation and how they move and create. New fits and styles for fall include five rises in the best-selling **Jegging**, new destroyed washes and the brand's interpretation of the **Tom Girl** and **Mom Jean** for women. For men, the brand debuts extended black denim, slimmer fits and an expanded assortment of its popular flex denim.

"We are continuously evolving our technology to represent a new standard in denim," comments **Chad Kessler, American Eagle Outfitters Global Brand President**. "With fit, quality, and value top of mind, we hope our jeans can inspire this generation to make their mark through creativity and self-expression."

Visit **www.ae.com** to view the entire American Eagle Outfitters Fall 2017 Collection and learn more about the Fall campaign.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China, Hong Kong and the United Kingdom and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at more than 160 international locations operated by licensees. For more information, please visit **www.ae.com**.

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SOURCE American Eagle Outfitters

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