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OUTFITTERS

NEWS RELEASE

American Eagle Outfitters Challenges Marketing Norms With #AerieMAN Parody Video & Campaign Launch

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Brand Affirms No Retouching on Men's Underwear & Swim Images In Support of Body Positivity

NEW YORK, April 1, 2016 /PRNewswire/ -- **American Eagle Outfitters** proves once again they're not afraid to take a risk and have a laugh in support of a good cause. Following the successes of the Skinny Skinny Jean in 2013 and American Eagle Outfitters in 2014, the brand reveals today its **#AerieMAN** campaign, featuring a mix of quirky characters of different sizes and personalities sharing "real life" stories in their skivvies, was all in good fun to parody the **#AerieReal** campaign by Aerie, a leader in body-positive marketing. This announcement marks the brand's pledge to forego retouching its male models in its underwear and swim images beginning Holiday 2016. American Eagle Outfitters maximized the brand's visibility in mid-March due to its history with April Fools hoaxes in order to raise awareness around body diversity.

The **#AerieMAN** campaign, which sparked immediate online chatter and debate, challenged how brands market to the male customer, and portrayed a lighthearted, creative interpretation of the **#AerieReal** message, a body-acceptance movement launched in 2014 where Aerie, the lingerie and apparel brand from American Eagle Outfitters, stopped retouching its models. In addition to making the pledge to eliminate retouching its male models in its underwear and swim images, American Eagle Outfitters has donated \$25,000 to the National Eating Disorders Association, a non-profit that supports those affected by eating disorders and an ongoing partner with Aerie. For more information on NEDA, please visit www.nationaleatingdisorders.com.

"We aren't afraid of being bold in how we engage our customers, whether through a video that makes you think

twice, or challenging the norm in how a brand markets to men," comments **Chad Kessler**, American Eagle Outfitters Global Brand President. "We are an all-inclusive brand and we know our male customers respond to humor. We look forward to continuing to innovate and evolve the American Eagle Outfitters product offerings."

American Eagle Outfitters offers a wide variety of undies for all guys to move, groove and bend in, spanning our classic boxers, briefs and trunks as well as our Flex athletic underwear. Show a little or a lot with key styles from the **underwear** collection worn throughout the campaign, including the **Leaves 6" Classic Trunk**, **Southwestern Print 6" Classic Trunk** and the **Solid 6" Classic Trunk**. The full collection of men's underwear is available now at American Eagle Outfitters stores nationwide and online at **ae.com**®.

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 141 international stores operated by licensees in 22 countries. For more information, please visit **www.ae.com**.

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