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NEWS RELEASE

# American Eagle Outfitters Empowers Young America With #WeAllCan Fall Campaign

9/7/2016

New Global Brand Campaign Platform Features Cast of Young Actors, Musicians, Singer-Songwriters, Models and Social Influencers

NEW YORK, Sept. 7, 2016 /PRNewswire/ -- **American Eagle Outfitters** is empowering Young America this Fall with the launch of an evolutionary campaign platform, #WeAllCan, featuring a cast of diverse young talent with strong, affirmative voices and distinct, personal style. #WeAllCan celebrates the power and influence of Young American Millennials and their need to express their individuality and be heard. Featured in the groundbreaking campaign are **Hailee Steinfeld, Troye Sivan, Yara Shahidi, Cody Christian, Raury, Neels Visser, Jasmine Sanders, Landon McNamara, Valentina Cytrynowicz, Michael Lockley, Juana Burga** and **Xiao Wen Ju**. Chosen for their credibility in the realms of acting, music, modeling and social media, they all represent the empowerment and open thinking that epitomizes the Millennial generation.

American Eagle Outfitters enlisted a team of innovators to shape #WeAllCan, retaining creative agency Laird + Partners, led by visionary **Trey Laird**, along with New York-based photographer **Cass Bird** and stylist **Sara Moonves**. The campaign aims to inspire and empower the brand's consumers with thought-provoking imagery through the lenses of art, fashion, music, philanthropy and activism.

"#WeAllCan encourages Young America to follow their passion, express their individuality and pursue their unique path, providing a motivating invitation to share what they can do, be or create," comments **Chad Kessler, American Eagle Outfitters Global Brand President**. "We look forward to igniting a conversation and empowering our customers to answer 'Can You?,' ultimately showing how together, #WeAllCan."

American Eagle Outfitters collaborated with the campaign talent, encouraging each to share personal statements, including: "I Can Love Anyone," "I Can Create My Future," "I Can Be Heard," "I Can Fear Nothing," "I Can Reinvent Myself," "I Can Change Your Mind," "I Can Dance Weird," "I Can Leave Your Speechless," "I Can Make My Own Rules," and "I Can Do Everything." Alongside the campaign, the brand will launch a collection of t-shirts and limited edition, hand-painted denim jackets highlighting the message within the iconic American Eagle logo. The custom jackets will be limited to 100 unique pieces sold exclusively on AE.com.

"American Eagle Outfitters is all about an inclusive positive spirit that empowers young people all over the world. This new campaign is just the first step in bringing this voice to life through an inspiring cast of individuals," states Trey Laird, founder and chief creative officer of Laird+Partners, "After creating this first installment with this incredible group of collaborators, I am more inspired than ever in the power of this generation to move the world forward, and look great doing it!"

The Millennial stars bring the Fall 2016 Collection to life in imagery that captures their distinct individual characters alongside their meaningful statements. Against a stark white background, Steinfeld, Sivan and Shahidi connect with the brand's iconic denim styles and plaid shirts. Raury, Visser and Christian each add their own interpretation to bomber jackets and printed sweaters on the streets of Brooklyn. McNamara and Sanders are fearless in oversized denim jackets and bold sweaters on the boardwalk at Coney Island.

American Eagle Outfitters will bring this conversation to the customer, introducing additional inspiring activations and meaningful collaborations beginning with Rock The Vote, the oldest and largest nonprofit, nonpartisan organization dedicated to empowering youth to make a difference by registering and turning out young people to vote. A collection of men's and women's Rock The Vote t-shirts will be sold exclusively at American Eagle Outfitters stores nationwide and online with 100% of the sales going back to the nonprofit organization.

Beginning in October, #WeAllCan will reach a global audience by launching the campaign in major international print and digital outlets. The brand will also engage with its customers and fans by encouraging consumer generated content and the sharing of positive messages of individuality and freedom of expression across all social platforms through the #WeAllCan hashtag.

Visit [www.ae.com](http://www.ae.com) to check out the entire American Eagle Outfitters Fall 2016 Collection and see more information on the #WeAllCan 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 101 international stores operated by licensees in 17 countries. For more information, please visit [www.ae.com](http://www.ae.com).

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