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Aerie Unveils Fall 2015 Campaign Featuring Emma Roberts

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NEW YORK , Aug. 24, 2015 /PRNewswire/ -- This fall, intimates and loungewear brand **Aerie** continues to challenge supermodel standards by adding one more unretouched beauty to their #AerieREAL campaign, *Scream Queens* actress **Emma Roberts** . Shot by photographer **Ali Mitton** and styled by **Britt** and **Kara Smith** , the campaign's photos capture Emma's authentic beauty, playful spirit and REAL self. From listening to music in cozy plaids and boy briefs to lounging in a blanket scarf and romantic lace bralette, Emma models her favorite bras, undies and more from Aerie's fall and holiday collections and offers an inside look into her everyday life. The campaign debuts in stores and online nationwide September 3, 2015 and continues through Holiday.

"Partnering with Aerie was a natural fit for me because #AerieREAL is a message I personally identify with, particularly being in an industry that is quick to judge flaws," says Emma Roberts . "I feel so honored to be part of a movement that reassures women that real doesn't mean flawed - real is sexy, real is cool."

Roberts joins the cast of #AerieREAL girls **Iskra Lawrence** , **Eli Almeida** , Ally Walsh and Annie McGinty , whom have proudly shown their real selves for Aerie Real, a bold movement that promotes loving your REAL self by refusing to retouch its models. Aerie invites customers to join the conversation and share what makes them #AerieREAL for a chance to be featured on AerieReal.com.

"Emma is the kind of girl our Aerie girls would be friends with. Her social media invites her fans in to her everyday life in a way they relate to," comments **Jennifer Foyle** , Aerie Brand President. "We couldn't be more thrilled to have Emma join the new chapter of #AerieREAL to help promote body-positivity and encourage the celebration of reality over fantasy."

About Aerie

Aerie is bras, undies, swim and more for every girl. Designed in sizes 30AA to 36DDD Aerie is committed to making bras for girls of all sizes feel good about themselves, inside and out. No supermodels. No retouching. The real you is sexy. ® #AerieREAL. For more information, please visit www.aerie.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 101 international stores operated by licensees in 17 countries. For more information, please visit www.ae.com .

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