

AEO



AERIE CONTINUES TO CHALLENGE THE INTIMATE APPAREL INDUSTRY TO CHANGE HOW WOMEN SHOP FOR BRAS

New Real Bra Collections and a “Feel Real Good” Shopping Experience Empowers Customers And Pushes Body Positivity Forward

NEW YORK – August 2, 2018 – AEO Inc. (NYSE: AEO) announces that its Aerie brand, a leader within the body positivity and inclusivity movement, is introducing a revolutionary new 360-degree bra shopping experience that creates a positive and supportive shopping environment to help women feel good about their real selves. The series of initiatives launches as part of the **Aerie Bras Make You Feel Real Good** campaign, which features the brand’s most diverse cast of 57 real and inspiring women. The ongoing experience will include a completely redesigned bra collection, fitting room updates to include an innovative bra measuring process, and an associate body confidence training program in partnership with [The National Eating Disorders Association](#) (NEDA).

“We are excited to launch this campaign that features our redesigned bra collections on real women that represent the unique beauty of our customer,” comments **Jennifer Foyle, Aerie Global Brand President**. “From product innovations, to a new body confidence associate training program, we are reinventing the way we design and sell products that empower women.”

The new #AerieREAL™ experience includes:

- **Don’t Change You. Change Your Bra!:** In partnership with The National Eating Disorders Association (NEDA), Aerie has implemented a body confidence training program for its entire store team. The program is designed to create a judgement-free and inspirational shopping experience. Because feeling good in your bra starts from within.
- **Your New BFF:** To improve the bra fitting process, Aerie has reimagined the traditional measuring tape to introduce its patent pending Best Fit Finder (BFF). The two-step process provides associates and customers with a simple tool that is less invasive and helps find her best fit. It’s not about measurements, it’s about how you feel in the bra.
- **Support In The Fitting Room:** With the belief that trying on bras should make a woman feel her best, the brand is giving its customer the opportunity to empower other women with sticky note affirmations on dressing room mirrors. Left from one woman to the next, messages of support and inspiration ignite feelings of self-love.
- **Aerie Bras Make You Feel Real Good:** Aerie has created new bra collections to simplify the way the customer shops and to make it easier to find the bra that feels best. The **Real Happy™**, **Real Sunnie™**, **Real Me®** and **Real Power™** bra collections feature enhanced details in the form of 360-degree stretch, softer fabric for a second-skin feel, j-hooks for easy adjustments and removable padding for her choice of push level.

Hear more powerful stories and inspirational messages from the #AerieREAL™ community by following the brand on social media [@aerie](#). Be sure to also check out the new back-to-school collection available at Aerie stores nationwide and 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 and Hong Kong, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at more than 200 international locations operated by licensees in 25 countries. For more information, please visit www.ae.com.

About Aerie

Aerie is a lifestyle brand offering intimates, apparel, activewear and swim collections. With the #AerieREAL™ movement, Aerie celebrates its community by advocating for body positivity and the empowerment of all women. Aerie believes in inspiring customers to love their real selves, inside and out. Retouching-free since 2014. Visit www.aerie.com to learn more. Let the Real You Shine®.

CONTACT:

Brittany Banion

SHADOW

Phone: 212.972.0277

Brittany@weareshadow.com