

J. CREW • *Madewell*

MERCANTILE LABELS FOR J. CREW & MADEWELL

J. CREW NEW LABEL TRIBE STATUS

J. CREW & MADEWELL POTENTIAL UPC TICKET CHANGE

J. CREW & MADEWELL CARE/CONTENT LABEL UPDATES

November 10, 2017

MERCANTILE

Mercantile brand will be a wholesale offering of the greatest, highest performing styles from J. Crew, factory and Madewell. Mercantile products will be our core classics at the best prices out there made available for sale to domestic and int'l wholesale accounts. "BEST OF THE BEST"

- Divisions: Mens & Womens
- Effective Season: Fall 2018 (*June 18 ex Factory, mid-August in Store*)
 - (*few women's styles with Mercantile heat seal labels will be launched for Summer 18*)
- Label development status: below woven label and heat seal label layouts are approved. Art variations with code assignment have been distributed to design and trim teams on Oct 27. Woven labels are in sampling stage.
- Bulk label supplier nomination: Woven Label-TBD. Heat seal label: Avery Dennison.
- Mercantile will use more generic fit camps to differentiate from the main line.

SLIM

STRAIGHT

ATHLETIC

RELAXED

J. CREW
MERCANTILE

Woven Main and Fit Labels

68mm
J. CREW
MERCANTILE
XS
MADE IN CHINA
32mm

J. CREW
MERCANTILE
S
SLIM
MADE IN CHINA
39mm

Heat Seal Label

Artwork for logo reference only

J. CREW ALWAYS

The iconic heritage pieces (and customer favorites) that J. Crew is famous for... such as the 1988 roll-neck sweater, the 1987 barn jacket. The 1984 Rugby Shirt....

- Divisions: Mens & Womens
- Effective Season: Summer 2018
- Label development status: below woven label and heat seal label layouts are approved. Woven labels artwork and codes have been communicated to design and trim teams. Woven labels are in sampling stage. Aiming to sign off within 2 weeks.
- Bulk label supplier nomination: Avery Dennison for both woven label and heat seal label



Woven Label



DARK GROUND OPTION

Heat Seal Label

J. CREW

Classic, preppy, colorful lines with our signature whimsy and thoughtful details.

- Divisions: Mens & Womens
- Effective Season: Fall 18 with new codes due to quality change and potentially supplier change
- Label development status: below woven label layouts are approved. Woven label artwork and code assignment were communicated to design and trim teams on Nov 5. Mens & Womens have different main label design and codes. Size/COO label layout and codes are shared between J. Crew mens and womens. Woven labels are in sampling stage.
- Bulk label supplier nomination: we are exploring different label quality and co-develop with 2 suppliers for price comparison. Will announce woven label supplier nomination in end Nov.
- Men's heat seal labels are ready for Summer 18 rollout with supplier-Avery Dennison.



Women's Woven Label
w/script logo



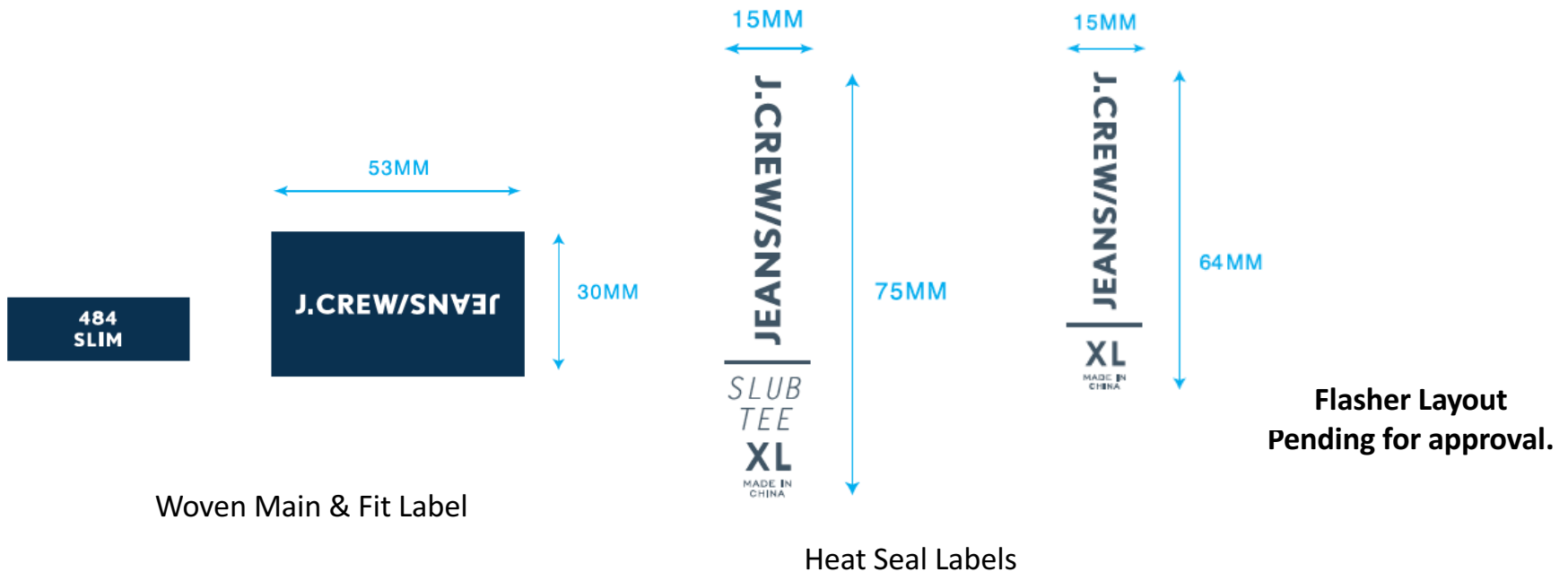
Men's Woven Label
In non script logo

Artwork for logo reference only

J. CREW JEANS

Off duty style in the best fits, fabrics and washes: distressed jeans, denim jackets, chambray shirts, slub cotton tees..

- Divisions: Mens & Womens
- Effective Season: Woven Labels and Flashers-Fall 2018. Heat Seal Label for Tees-Sum 2018
- Label development status: . Woven and heat seal artwork are approved. Flasher: pending for approval. Artwork with code assignment were communicated to design and trim team on Nov 7th. Woven labels are in sampling stage.
- Bulk label supplier nomination: Woven label and flasher-TBD. Heat Seal Label: Avery Dennison.



DESTINATION

Tech/Anti-wrinkle/travel POV; from wrinkle free shirts, pants and suiting to sweat-wicking tees-the perfect pieces for customers' carry-on bag.

- Divisions: start off with men's
- Effective Season: Fall 18
- Label development status: . Below woven and heat seal label layout are approved. Artwork with code assignment were communicated to design and trim teams on Nov 6th. Woven labels are in sampling stage.
- Bulk label supplier nomination: Woven Labels-TBD. Heat seal labels: Avery Dennison.



Woven Label



Heat Seal Labels

Artwork for logo reference only

J. CREW 365

Our perfect edit of closet essentials-basically your outfit building blocks, from 9am to 9pm (P.S. Pairs brilliantly with Collection)

- Divisions: Womenswear only.
- Effective Season: Fall 18
- Label development status: . Woven label layout is approved. Artwork and item codes were communicated with design and trim teams on Nov 4th. Woven labels are in sampling stage.
- This label will share the same size/COO labels with men's & women's " J. Crew" tribe.
- Bulk label supplier nomination: TBD



Woven Label

Artwork for logo reference only

COLLECTION

Special, limited-edition, forward thinking style pieces (P.S. A perfect complement to 365 pieces)

- Divisions: Womenswear only.
- Effective Season: Fall 18
- Label development status: . Layout approved. Artwork and new codes were communicated to design and trim teams on Nov 5th. Labels are in sampling stage.
- Bulk label supplier nomination: TBD



Woven Label

Artwork for logo reference only

POINT SUR

Laidback, boho, pretty, vacation-inspired pieces paired back with premium denim.

J.CREW

- Divisions: Womenswear only.
- Effective Season: Fall 18
- Label development status: below artwork are approved. Codes have been communicated with design and trim teams.
- Labels/flashers are in sampling stage.
- Label supplier nomination: woven label & Flasher for fall 18: TBD. Woven label for Spring/Summer 18 : Avery Dennison. Heat seal label for Spring 18 and onwards: Avery Dennison.



For denim that are made in California



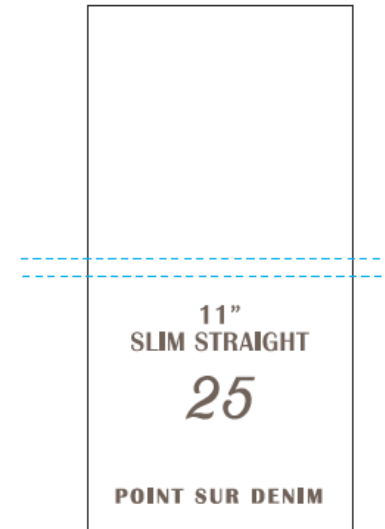
Cream Color Main Woven Label
(for light color products)



For denim not made in California



Heat Seal Label



Flasher
cream ground/brown text



Fit Label

Artwork for logo reference only

J. CREW PARTY Etc.

Dresses and skirts for every RSVP on your calendar, from summer weddings to holiday parties.

- Divisions: Womenswear & Crewcuts.
- Effective Season: Fall 18
- Label development status: Label design is on hold till new direction is provided from marketing team.
- Label supplier nomination: TBD

Artwork-not available at the moment

LUDLOW

The foundation of sharp dressing, the the best fabrics from the world's best mills.

J.CREW

- Divisions: Men's only.
- Effective Season: Fall 18
- Label development status: Layout approved. Artwork and new codes have been communicated to design and trim teams. Labels are in sampling stage with potential quality and supplier change.
- Bulk label supplier nomination: For Fall 18 and onwards: TBD



JCWL1424

new code for men's suiting for Fall 18

Artwork for logo reference only

J. CREW PLAYA

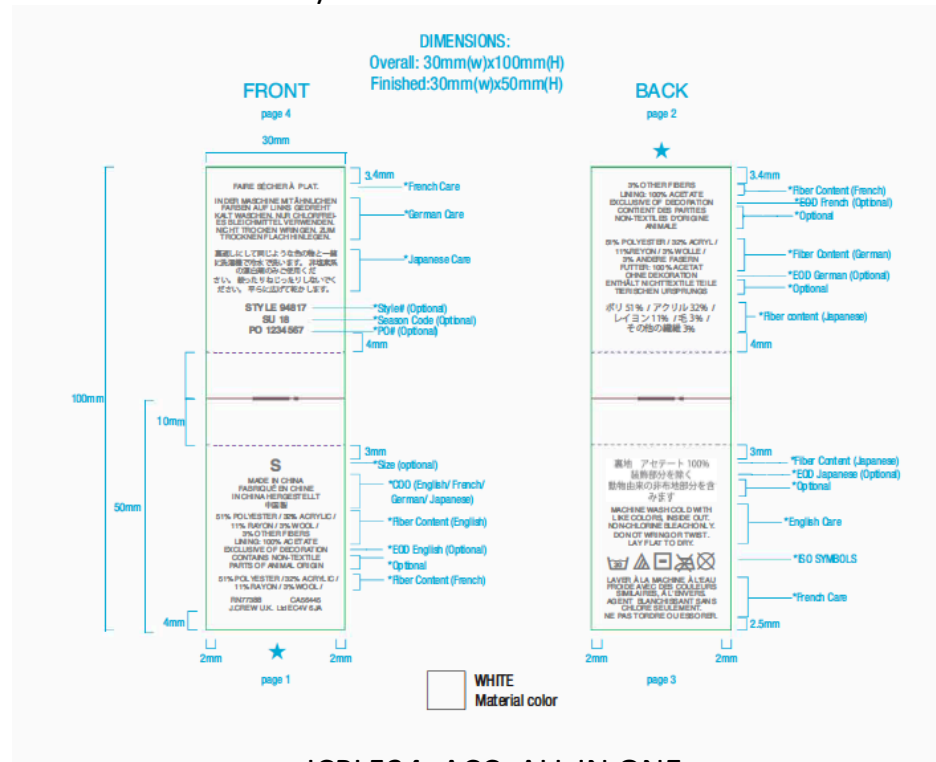
Colorful (and very mix-and match-able) bikinis and one-pieces for every personality, every shape, every beach day.

- Divisions: Womenswear only.
- Effective Season: Summer 18
- Label development status: completed.
- Label supplier nomination: SML –China/HK. for both main& care/content labels.



JCW1409_CREAM
Or
JCW1409_BLACK
WOVEN LOOP LABEL

Artwork for logo reference only



JCL534_ACC_ALL IN ONE
SIZE/COO/CARE/CONTENT LABEL

* style/season/PO# can be called out on this label or on a separate tracking label #510

J. CREW INTIMATES

J. CREW

- Divisions: Womenswear only.
- Effective Season: Spring 18
- Label development status: completed.
- Label supplier nomination: factory supplied.



Artwork for logo reference only

WALLACE & BARNES

A limited-edition range of workwear with a focus on authenticity, premium fabrics and craftsmanship.

- Divisions: Men's only.
- Effective Season: no change, same layout and codes as current.
- Label supplier nomination: Avery Dennison



Woven Label

CARE/CONTENT LABELS (English/French/Japanese/German)

For J. Crew, Mercantile & Madewell Retailers

- Divisions: mens, womens, Crewcuts
- Label #101 for standard apparel
- Label#105 for apparel that requires medium or heavy washes. Current label #105 quality with Avery will be discontinued and changed to a satin woven edge quality as a rolling change.
- Style, season, PO# can be called out on #101 or #105 or on a separate tracking label #510.
- For accessories excluding belts & Women's Swimwear-Playa:
 - Label 534_ACC without care. Style, season, PO# can be called out on this label or on tracking label #510.
 - Label 534_ACC ALL IN ONE (with care). Style, season, PO# can be called out on this label or on tracking label #510.
- Supplier: Avery Dennison.
- SML is also approved for China/HK and El Salvador production locations for #101, #510 & #534.
- **There is a potential international care/content label updates tentatively for Fall 18 due to international distribution expansion.**

CARE/CONTENT LABELS (English/French)

For J. Crew, Madewell Factory

- Divisions: mens, womens, Crewcuts
- Label **#117** in satin slit edge for standard apparel. Due to current raw material discontinuation, this label quality will be changed to satin quality as a rolling change.
- Label **#117_Hash Wash** in satin woven edge quality for apparel that requires medium or heavy washes. Due to current raw material discontinuation, this label quality will be changed to satin quality as a rolling change.
- Mens and womens outlet main, size/COO label and flasher supplier: Nexgen (effective Spring 18)
- Mens,womens & Crewcuts outlet care/content label supplier: remain with Avery Dennison.
- **There is a potential international care/content layout updates tentatively for Fall 18 due to international distribution expansion.**

UPC Tickets

For J. Crew, Madewell retails & Factory & Mercantile

- Goals: consolidating all apparel ticket size and quality for better price leverage and able to set up in broader Avery service bureau locations & potentially for IPPS (In Plant Printing). Changing UPC ticket quality to sustainable Forest Stewardship Council (FSC) certified paper.
- Divisions: mens, womens, Crewcuts
- Effective Season: **tentative for Fall 18, subject to senior management approval on layout and ticket quality.**
- Supplier: Avery Dennison
- Status & Steps: sampling new layout with Avery. Will present new ticket samples to senior management for review and approval. If approved, will assign new codes and communicate accordingly.



retail



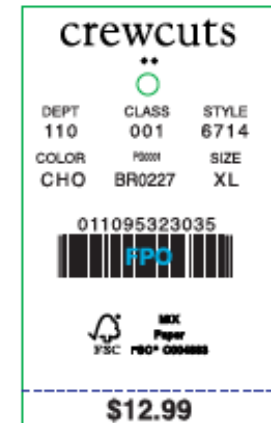
outlet



retail



retail



outlet

38.1mm (w) x 63.5mm (h)

UPC Tickets

For J. Crew, Madewell, Factory & Maybe Mercantile Accessories

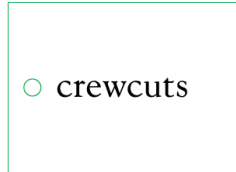
- Goals: consolidating accessories ticket size and quality for better price leverage and able to set up in broader Avery service bureau locations & potentially for IPPS (In Plant Printing). Changing UPC ticket quality to sustainable Forest Stewardship Council (FSC) certified paper. Due to space limitation, FSC logo will not be featured on Accessories tickets.
- Divisions: mens, womens, Crewcuts
- Effective Season: tentative for Fall 18
- Supplier: Avery Dennison
- Status & Steps: sampling new layout with Avery. Will present new ticket samples to senior management for approval. If approved, will assign new codes and communicate accordingly.



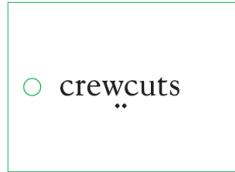
Front



Front



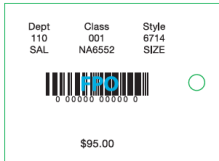
Front



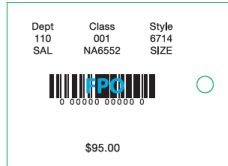
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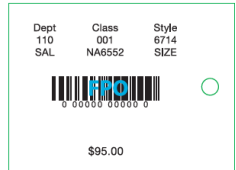
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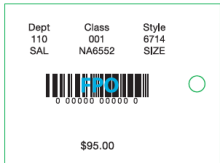
Back



Back



Back



Back

1.6875" x 1.25"