

COLE HAAN
NEW YORK CITY





THE BRAND

Modern. Innovative. Essential. Based in New York City, Cole Haan designs unique products that solve for the streets, leaving you uninhibited wherever you go. Our shoes, accessories and outerwear are a combination of style and substance—crafted on the cutting-edge of technology and timeless craftsmanship. Always street-ready, these modern classics are built to move with you effortlessly through NYC's terrain and beyond.



THE BRAND



MISSION

REVOLUTIONIZE THE BROWN SHOE INDUSTRY
BY MARRYING CRAFT AND INNOVATION.

Cole Haan: The Brand

- ▶ New York is really a state of mind. It's not about where you live – it's an attitude, a way of living life and an independent spirit.
- ▶ Street Tested:
New York is our home, our judge, our jury. We solve for the streets with fit, flexibility, traction and cushioning.



COLE HAAN

NEW YORK CITY

BRAND VISION

MADE BY THE STREETS OF NYC



NEW YORK INFORMED

New York isn't just a place, it's a state of mind. New Yorkers are fierce individualists – each with a unique sense of style. All different. All confident. They **move boldly** through the streets to their own beat.



STREET-TESTED

New York is our home, our judge, our jury. **We solve for the streets**, conquering the grates, cobblestones and subway stairs with fit, flexibility, traction and cushioning.

BRAND PERSONALITY

IS

SPONTANEOUS



INDIVIDUALISTIC



FREE-SPIRITED



DYNAMIC



DIRECT

**GOT UP
DOES ON
STEPPED OUT
THREW BACK
GOT DOWN
GOT UP
REPEAT**

IS NOT

POSED



CONFORMIST



SERIOUS



STATIC



FLOWERY

*April Enchanted:
At last Spring arrives
with a burst of blooming
flowers and longer days
(and we couldn't
be happier). With
renewal all around us,
inspiration is
everywhere.*

Cole Haan: Brand Personality

▶ Cole Haan is:

- ▶ Spontaneous
- ▶ Individualistic
- ▶ Free Spirited
- ▶ Dynamic
- ▶ Direct

▶ Cole Haan is not

- ▶ Posed
- ▶ Conformist
- ▶ Serious
- ▶ Static
- ▶ Flowery



Cole Haan: The Consumer

- ▶ Men and women who wear Cole Haan:
 - ▶ Artistic, self-actualized, and free spirited individualists
 - ▶ Move to their own beat
 - ▶ Different for the sake of being different
 - ▶ Makers, creators, and innovators



COLE HAAN

NEW YORK CITY



INTELLIGENT



PLAYFUL



BOLD

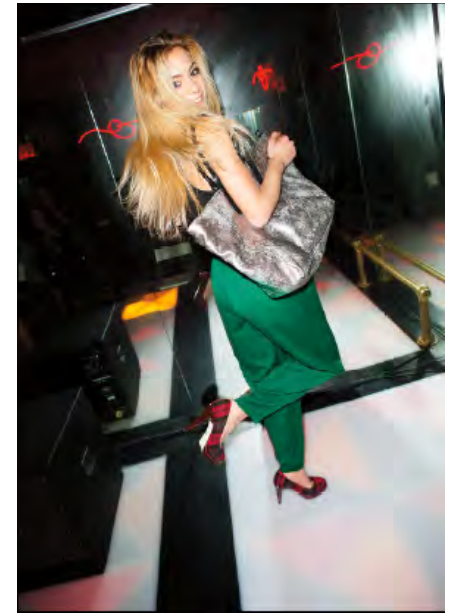
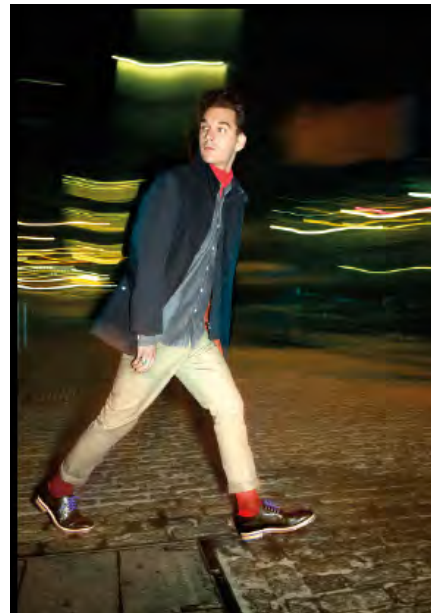


PRAGMATIC



Cole Haan: The Consumer

- ▶ Not defined by stereotype or geography
- ▶ United by a fiercely individual attitude and style
- ▶ Self-expressive
- ▶ Intelligent
- ▶ Playful
- ▶ Bold
- ▶ Pragmatic



COLE HAAN

NEW YORK CITY

www.nycollemblog.com

Follow Dashboard

C Q L E H A A N

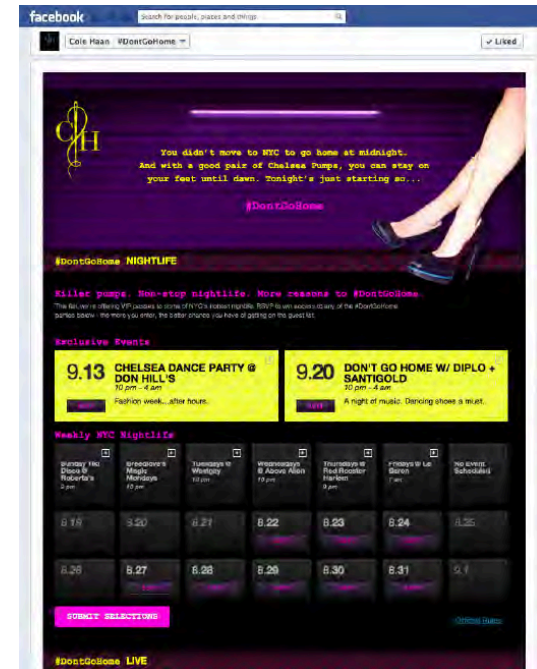
COLE HAAN #nycsbwaystyle uptown. dcwntown. style underground.

Facebook Twitter Pinterest Instagram

Cole Haan: The Approach

Cole Haan highlights their products in a work-to-play, day-to-night NYC lifestyle setting, using as many channels as possible to help increase brand awareness:

- ▶ Social media
- ▶ Experiential marketing, street promotions, events
- ▶ Banner ads
- ▶ Mobile
- ▶ Traditional print



COLE HAAN
NEW YORK CITY

Cole Haan Eyewear: The Consumer

- ▶ Youthfully spirited men and women 25 to 55



COLE HAAN
NEW YORK CITY

Cole Haan Eyewear: Descriptive Language

- ▶ Hip
- ▶ Retro
- ▶ Urban
- ▶ City chic
- ▶ Cool
- ▶ Sophisticated
- ▶ Modern classic
- ▶ Retro inspired
- ▶ Youthfully spirited



COLE HAAN
NEW YORK CITY

Cole Haan Eyewear: Details about the Collection

- ▶ Designs reflect brand's continued focus on artisan craftsmanship, innovation and style
- ▶ “Work to play:” styles that function in both a professional and playful setting
- ▶ Very minimal use of hardware/logos
- ▶ Spirited attitude/youthful spirit
Combine retro and contemporary design elements



COLE HAAN

NEW YORK CITY

Cole Haan Eyewear: Details about the Collection

▶ CH 692:

- ▶ Modernized Retro
- ▶ Tomboy Confidence



▶ CH 235:

- ▶ Retro, Clean
- ▶ Work to Play



COLE HAAN

NEW YORK CITY

Cole Haan Eyewear: Details about the Collection

- ▶ **CH 692:**
 - ▶ Unique Material: Rubberized Metal
 - ▶ Sleek, Modern, Colorful
- ▶ **CH 961:**
 - ▶ Unique Material: Natural Bamboo Temples
 - ▶ Sophisticated Colors
 - ▶ Scholarly Chic
- ▶ **CH 960:**
 - ▶ Modernized Retro
 - ▶ Youthfully Spirited
 - ▶ Work to Play

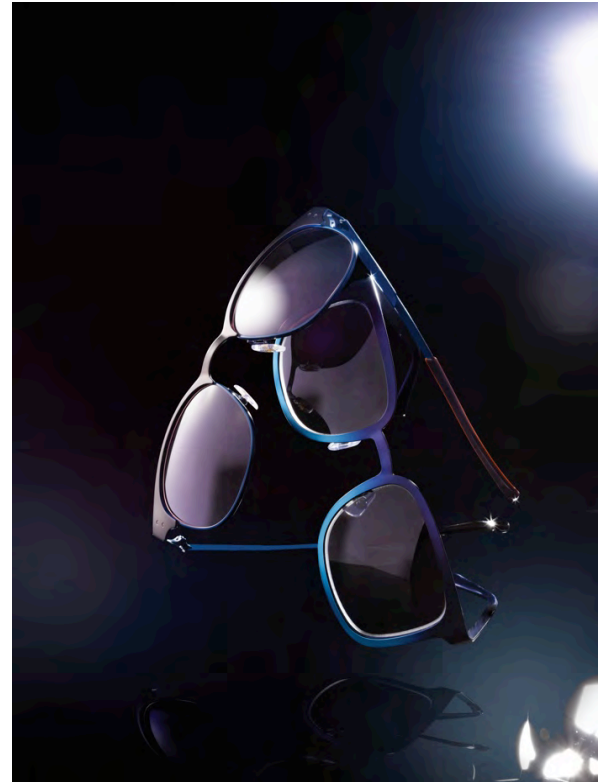


COLE HAAN

NEW YORK CITY

Cole Haan Eyewear: Details about the Collection

- ▶ **CH 689 & CH 613**
 - ▶ Boutique Inspired
 - ▶ Interesting use of Metal
 - ▶ Fashionable



COLE HAAN

NEW YORK CITY

WILD POSTINGS

