

# IZOD



COLORFUL

SPORTY

YOUTHFUL

AMERICAN

**IZOD**

CURRENT +  
CLASSIC

ACTIVE +  
FUNCTIONAL

**IZOD**  
PERFORMIX



# Izod: The Brand

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- ▶ Recognized for its sport-inspired designs, the iconic IZOD brand has a style for every profile and every aspect of life.
- ▶ Since 1937, the IZOD product line has significantly grown to include suits, shirts, neckties, shoes, outerwear and luggage.



**IZOD**



Introducing  
The Massimo Shop  
at Crisp+Clean



# COLORFUL



## CRISP+CLEAN VIBRANT





# Izod: The Brand

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- ▶ IZOD is the official title sponsor of the popular motorsports racing circuit, the IZOD IndyCar Series, which includes the Indianapolis 500.
- ▶ Known throughout the sports and entertainment world with the naming rights to the IZOD Center in the East Rutherford, NJ.



# IZOD

# Izod: The Brand

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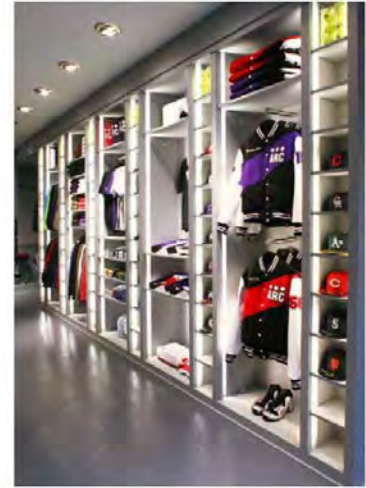
- ▶ Sold at well-known department stores such as Macy's, JCPenney, Belk, and Bon-Ton.
- ▶ Presence in more than 6,000 retail venues worldwide
- ▶ Continues to expand throughout Asia and Latin America



# IZOD



**IZOD**



**ACTIVE**  
ALIVE+PLAYFUL

**IZOD**  
PERFORMX



# Izod: Brand Personality

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- ▶ **Colorful:**
  - ▶ Crisp & Clean
  - ▶ Vibrant
  - ▶ Classic
- ▶ **Youthful:**
  - ▶ Fresh & Current
  - ▶ Social
  - ▶ Spontaneous
- ▶ **All American:**
  - ▶ Independent & Bold
  - ▶ Confident



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# Izod PerformX: Brand Personality

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- ▶ **Sporty:**
  - ▶ Alive & Playful
  - ▶ Active
  - ▶ Functional



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# Izod: The Consumer

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- ▶ Preppy
- ▶ All American
- ▶ Active in terms of golf, boating, sailing
- ▶ Prefer classics styles they are familiar with and trust
- ▶ Refined and “put together”



**IZOD**



**CONFIDENT**  
INDEPENDENT+BOLD

# ALL AMERICAN



# Izod: The Approach

## ▶ Digital:

- ▶ **Espn.com:**  
IZOD and Van Heusen split a takeover of the *espn.com* homepage
- ▶ **NBC Sports Channel:**  
15-second “IZOD IZ Color” & “IZOD IZ Golf” spots
- ▶ **Prime Time TV:**  
JCPenney developed a 30-second TV spot highlighting its new branded shop partners, including an upfront IZOD feature



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# Izod: The Approach

- ▶ **Direct Mail:**
  - ▶ IZOD partnered with JCPenney to create a branded foldout direct mail piece
  - ▶ Sent to 3,000,000 targeted homes, October 2012
- ▶ **Print:**
  - ▶ National men's advertising



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# Izod: The Approach

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## ▶ **Partnerships:**

- ▶ Multi-year marketing partnership with 2012 U.S. Open golf champion, Webb Simpson
- ▶ Simpson will wear IZOD Golf apparel on-course and contribute to future product development.



# IZOD



FRESH+CURRENT  
**SOCIAL**



# Izod Eyewear:

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## ▶ IZOD Eyes:

- ▶ Classic designs for a contemporary active lifestyle
- ▶ Modern day attitude infused with a touch of fashionable vintage styling

## ▶ IZOD PerformX:

- ▶ Everyday eyewear for the casual sports enthusiast
- ▶ Sporty-functional fusion  
Memory metals offer uncompromised durability



# IZOD



# Izod Eyewear: The Consumer

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- ▶ For men ages 25-50
- ▶ XLFIT™ styles available



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# Izod Eyewear: Descriptive Language

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- ▶ Updated Classic: classic looks with a modern edge
- ▶ All American
- ▶ Modern
- ▶ Sport-spirited
- ▶ Conservative
- ▶ Polished
- ▶ Vintage Inspired
- ▶ Lightweight
- ▶ Easy to wear
- ▶ Comfortable
- ▶ Ageless
- ▶ Youthful attitude



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# Izod Eyewear: Details about the Collection

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- ▶ Premium materials combined in interesting minimalist designs
- ▶ simplistic, clean lines
- ▶ modern shapes
- ▶ rich temple materials
- ▶ lightweight metals and metal combo designs
- ▶ introducing acetate models



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# Izod PerformX Eyewear: Details about the Collection

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- ▶ Active, sport-spirited, performance
- ▶ Classic, modern and sporty designs, optimized to provide comfort and durability
- ▶ Memory metal
- ▶ Open temple designs
- ▶ Rubber tips
- ▶ Narrow temples
- ▶ Earthy color palette



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# Izod Eyewear: Details about the Collection

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## ▶ 412

- ▶ 1950s vintage inspired front and temple design
- ▶ Full acetate
- ▶ Rich horn, tortoise and laminate material
- ▶ Deep square eye shape
- ▶ Double metal stripe detail
- ▶ Classic, ageless style



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# Izod Eyewear: Details about the Collection

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## ▶ 413

- ▶ Semi-rimless
- ▶ Vintage feel
- ▶ Modified oval shape
- ▶ Conservative
- ▶ 100% titanium
- ▶ Hypo-allergenic
- ▶ Durable and lightweight
- ▶ Cylindrical end piece and temple
- ▶ Sculpted and clean
- ▶ Slick, aerodynamic look
- ▶ Integrated spring hinges



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# Izod PerformX Eyewear: Details about the Collection

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## ▶ X513

- ▶ Traditional
- ▶ Full metal
- ▶ Modified oval eye shape
- ▶ Rubber sleeves add element of sport
- ▶ Memory metal bridge and temples for added durability



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# Izod PerformX Eyewear: Details about the Collection

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- ▶ **X517**
  - ▶ Semi rimless
  - ▶ Memory metal bridge and temples
  - ▶ Modified square eye shape
  - ▶ Sculpted temple design
  - ▶ Classic, clean
  - ▶ Conservative, traditional
  - ▶ Custom two-tone rubber tips



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