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Change is a constant in the fashion industry, never more so than in response to today's global economy, industrial innovations, and availability of data on consumer habits and preferences. This has led the industry to redefine customer experiences and set new standards of service. The unveiling of the latest apparel has expanded from fashion magazines and runway shows to the online world of Pinterest, Instagram and other social media platforms. Marketers now have access to a plethora of data and are being challenged to understand how and why purchase decisions are made, and to develop strategies that assure customers a seamless shopping experience. A major upheaval in marketing and retail is underway. This edition of Verticals from Sappi North America looks at key marketing trends, and how fashion brands are evolving to stay competitive and meet customer needs by conveying a holistic approach across all consumer touchpoints.

**CURRENT
MARKETING
TRENDS**

The 21st century has ushered in innovations and challenges that have prompted dramatic shifts in how fashion products are developed, manufactured and sold. The trends that are shaping fashion retail today impact every segment of the industry. Major fashion brands and start-up entrepreneurs alike realize that they ignore these trends at their own peril. Consumer expectations demand omnichannel shopping opportunities 24/7. Personalized, customized and curated product selections are just part of the promise of a premium brand experience. Following are five fashion trends repeatedly cited by industry trendsetters, and a sampling of how fashion makers are integrating the trends into their own businesses.

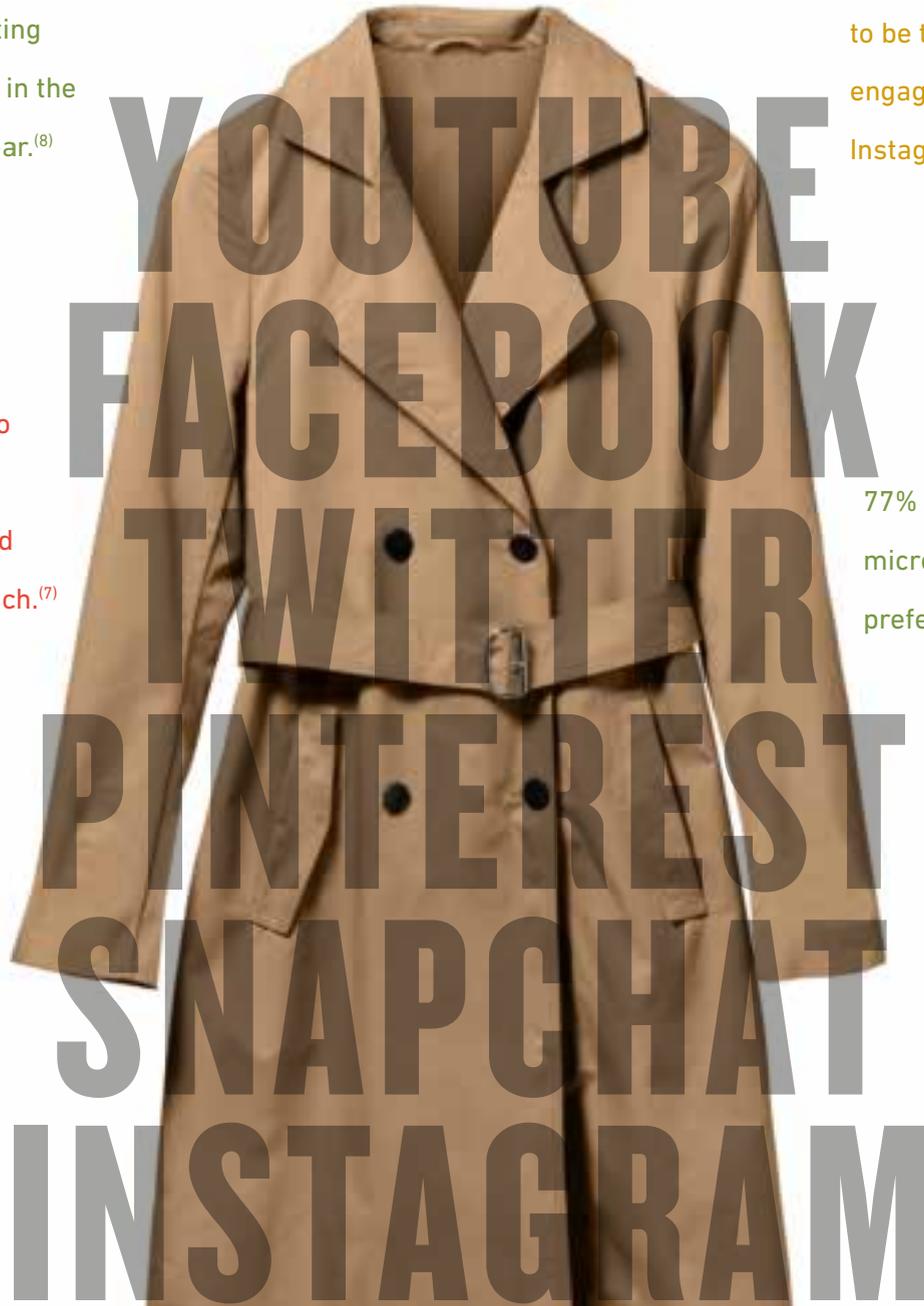
59% of marketers intend to increase their influencer marketing budget in the next year.⁽⁸⁾

Businesses are making \$6.50 for every \$1 spent on influencer marketing.⁽¹⁾

37% of micro-influencers reported fashion to be the most engaged industry on Instagram.⁽²⁾

The hashtag still proves to be a reliable way to extend audience reach.⁽⁷⁾

77% of fashion micro-influencers prefer Instagram.⁽³⁾



82% of consumers have a higher likelihood of acting upon recommendations from micro-influencers, compared to 73% who take the advice of average people.⁽⁶⁾

89% of micro-influencers post on blogs, and 80% post on Instagram.⁽⁵⁾

“Social media changes the relationship between companies and customers from master and servant, to peer to peer.”⁽⁴⁾
-Jay Baer

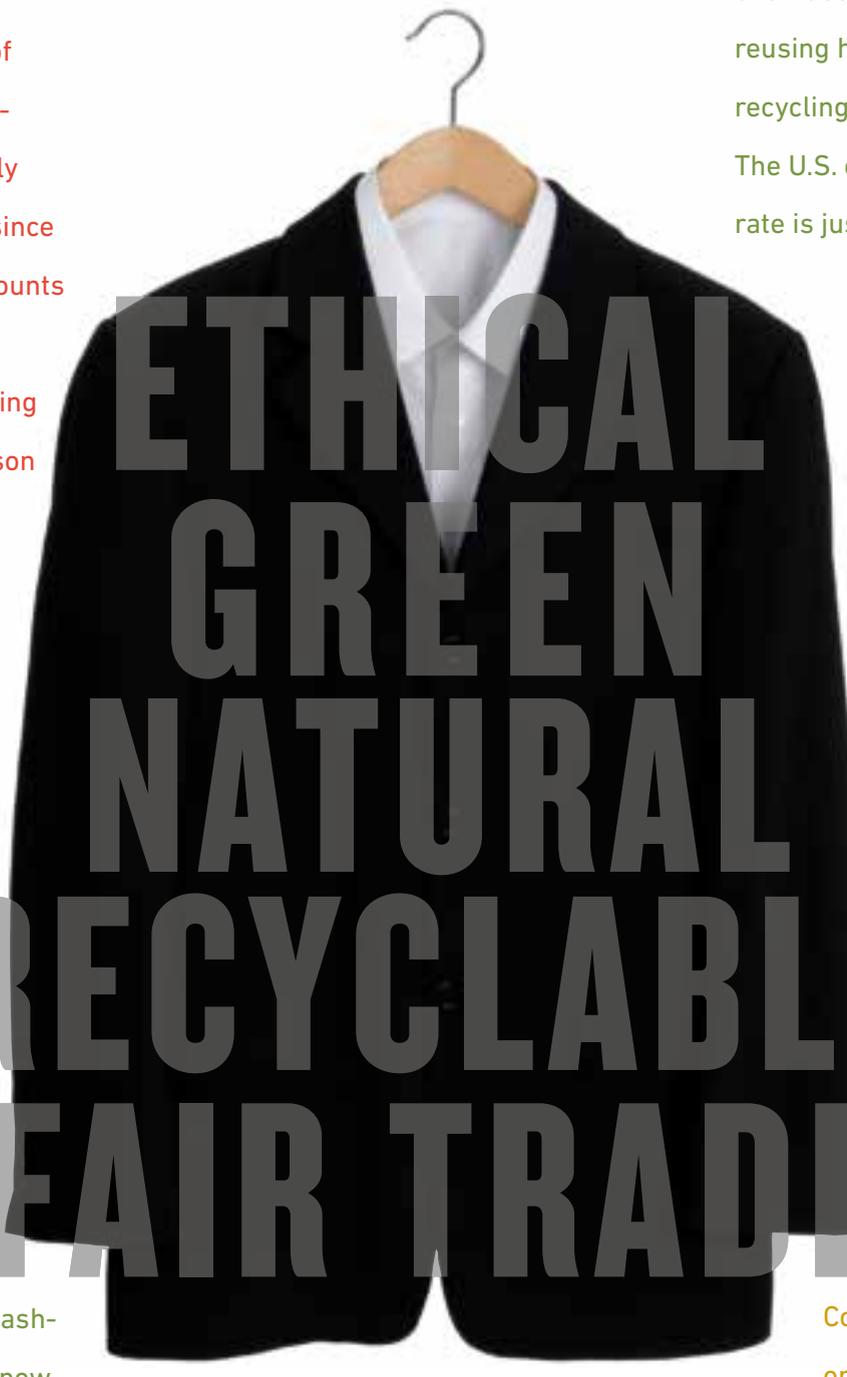
Micro-influencers. Traditionally, major fashion influencers have been industry experts, public figures and celebrities, but lately brands are finding success on a smaller, more intimate scale. From micro-influencers to micro-bloggers, fashion brands are using social media to reach target audiences. Influencers often with less than 30,000 followers have been shown to provide the strongest return for the marketing dollar. From Instagram and YouTube to blogs, micro-influencers writing on niche topics are able to reach consumers on a personal level that creates a feeling of trust and credibility. In the past year, marketers have doubled their spend on micro-influencer campaigns to allow brands to reach target consumers at a fraction of the price of mainstream advertising.

Nearly 3/5ths of all clothing ends up burned or landfilled the year it is made.⁽¹⁵⁾

Germany collects almost three quarters of all used clothing, reusing half and recycling one quarter. The U.S. collection rate is just 15%.⁽⁹⁾

The number of garments produced annually has doubled since 2000 and accounts for nearly 14 items of clothing for every person on earth.⁽¹⁴⁾

Across nearly every apparel category, consumers keep clothing items nearly half as long as they did 15 years ago.⁽¹⁰⁾



ETHICAL
GREEN
NATURAL
RECYCLABLE
FAIR TRADE

52% of polled fashion executives now see sustainability as a guiding principle of every decision they make—up 18% from last year.⁽¹³⁾

In 2018 eco-fashion was a \$5 billion market in the U.S and has grown by 300% in a decade.⁽¹²⁾

Compared to cotton or synthetics, tree fibers require far less energy and water to convert into fabric.⁽¹¹⁾

Sustainability. Increasingly, fashion brands are seeking to reduce the environmental impact of textile production and distribution by sourcing raw materials from producers committed to sustainable growing and harvesting and laborers' welfare. The industry is also actively adopting measures to recycle fibers and clothing to address the environmental challenges associated with fashion overstock. Each year, millions of unsold clothes are burned, shredded or landfilled. Now, groups like the Sustainable Apparel Coalition, Global Fashion Agenda, Ellen MacArthur Foundation, and Textile Exchange alongside initiatives like Forests for Fashion, are working closely with the fashion industry to create sustainable solutions from the sourcing of materials to end-of-life recycling, and everything in between.

Ignoring online marketing is like opening a business and not telling anyone.⁽¹⁶⁾

In a CPC Strategy survey, 43% of respondents said they like to shop while in bed and another 20% admitted their favorite spot was the bathroom.⁽¹⁷⁾

Print magazines rank No. 1 in reaching affluent consumers in more categories than other media.⁽²³⁾

Advertising in magazines raises brand awareness and purchase intent.⁽²²⁾

75% of fashion retailers plan to invest in AI in 2019.⁽¹⁸⁾



RETAIL CATALOGS MAILINGS MAGAZINES ONLINE

In an ROI test, German retailer Bonprix sent out 300,000 personalized catalogs with targeted content and got a 500% higher response rate from current customers and 400% higher response rate from inactive customers.⁽²¹⁾

56% of apparel shoppers use their mobile devices to compare prices online, 44% to seek deals and promotions, and 42% to read reviews.⁽¹⁹⁾

Ads in magazine media engage adults aged 18–49 more than ads in other media.⁽²⁰⁾

Omnichannel Shopping. Fashion marketers are challenged with giving customers a seamless shopping experience—which is no easy task.

Bridging the physical and digital space during the buying journey requires that a marketing strategy, along with the various customer touchpoints, are consistent in representing a brand's essence.

Whether a customer is shopping online, by phone, from their desktop or mobile device—or in a brick-and-mortar store—the ability to interact with a brand over a variety of mediums must allow them to pick up where they left off on one channel and continue the experience on another. From catalogs and direct mail to online and mobile, today's fashion marketer is challenged to provide an experience that engages and satisfies a sophisticated shopper.

30% of U.S. consumers expect luxury brands to offer the option of customization.⁽²⁴⁾

Among those aged 18–24, 37% had personalized an item of clothing, as did one-third of those aged 35–49. That figure drops to 18% for 50–64 year-olds.⁽²⁸⁾

“Customized products offer consumers the benefit of products that fit their needs. No longer will they have to search for a product that may come close. In addition, once a consumer has customized his or her product, the process builds in a repeat purchase.”⁽²⁷⁾
-Janis J. Crow and James Shanteau



CUSTOM
TEXTURE
FABRIC
ACCENTS
METALLIC
COLOR

“Personalization and curation will become more important to the customer. As consumer values coalesce around authenticity and individuality, brands will value it even more to tailor recommendations, engage influencers, and personalize experiences. The fashion companies that flourish will re-focus on their strengths.”⁽²⁵⁾
-McKinsey & Co.

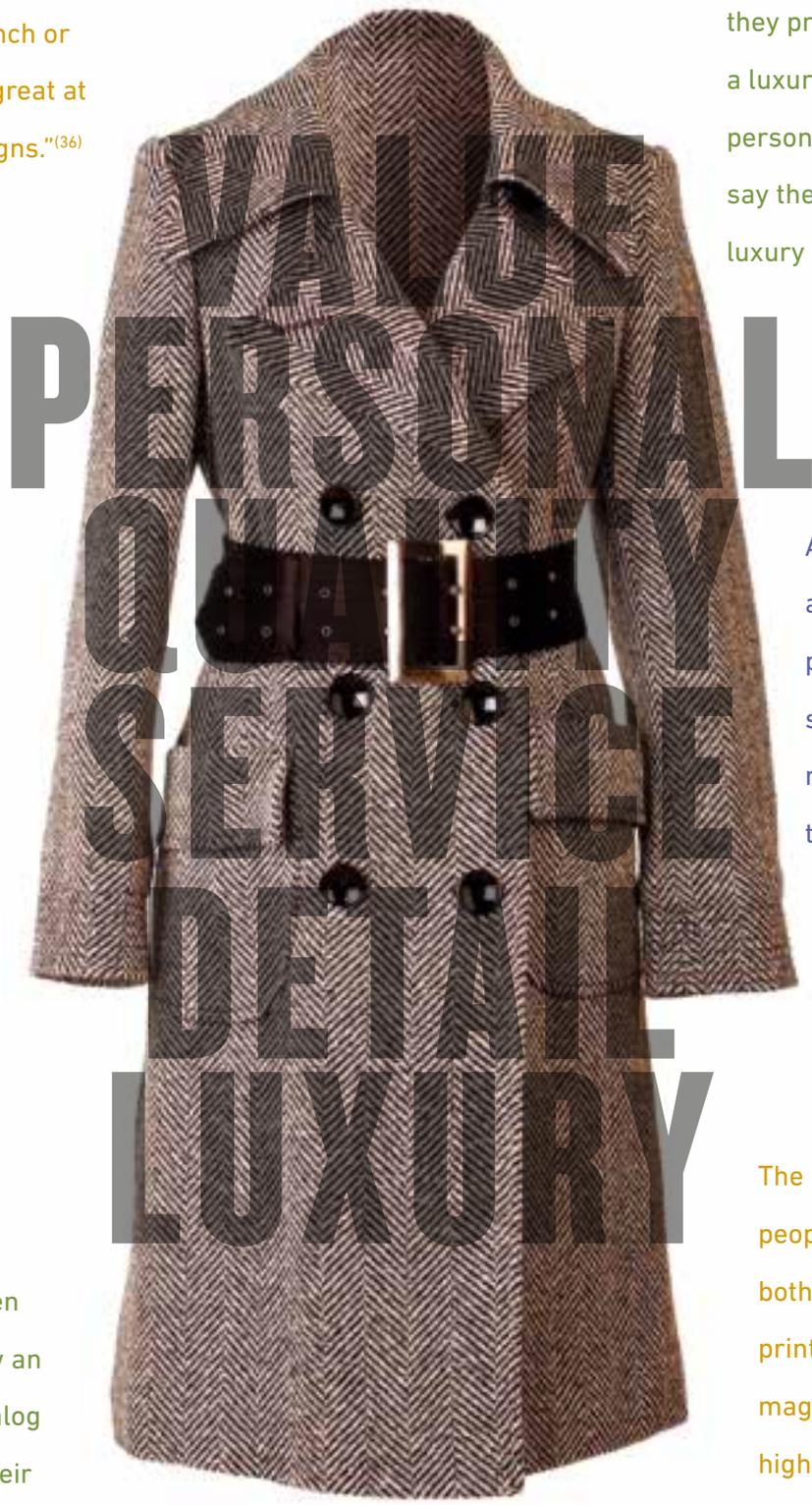
Nearly half of those surveyed said they would be willing to pay more for personalization, even if they are charged a premium.⁽²⁶⁾

Mass Customization. The age of mass production has given way to mass customization. Today fashion is increasingly used as a form of self-expression, and mass customization is helping brands return a personal feel to fashion while engaging a consumer who is willing to spend more for it. Customization combines the personalization and flexibility of custom-made products with mass production. With new technologies such as Augmented Reality, 3D scanning and e-wearables, manufacturers are able to adjust a design to suit a customer's preferences. Not only does customization create stronger brand engagement, it also drives impulse buying, fewer returns and increased revenue.

“Logos and branding are so important. In a big part of the world, people cannot read French or English but are great at remembering signs.”⁽³⁶⁾
-Karl Lagerfeld

Magazine readers believe in brands and are heavily swayed by advertising.⁽²⁹⁾

82% of surveyed consumers say they prefer to buy a luxury item in person, while 16% say they will buy a luxury item online.⁽³⁰⁾



47% of shoppers say they prefer going to a retail store where they can touch, feel and try on the merchandise before buying.⁽³⁵⁾

Across 1,400 advertising campaigns, magazines show the highest return on advertising spend.⁽³¹⁾

64% of women who first saw an item in a catalog completed their purchase in a store.⁽³⁴⁾

After seeing an item in a store, 32% of shoppers went online to buy it.⁽³³⁾

The number of people who read both online and printed fashion magazines is highest in the U.S.⁽³²⁾

Premium Brand Experience. Today, fashion makers know customers will interact with their brand through multiple sources, which makes it even more important that the brand experience is seamless and consistent. Most consumers form impressions of a brand from more than the look and feel of the product itself. Personalized direct mail, luxury packaging and variable marketing materials that cater to a shopper's preferences complete the brand experience and bridge the gap between the physical and digital shopping world. A premium brand experience is formed through cumulative positive encounters, with each encounter reinforcing a sense of quality, attention to detail and premium value.

Competing in today's retail fashion environment demands creative thinking, literally and figuratively. When it comes to brand perception, **packaging matters**, as does the manner in which brands communicate

A CASE I

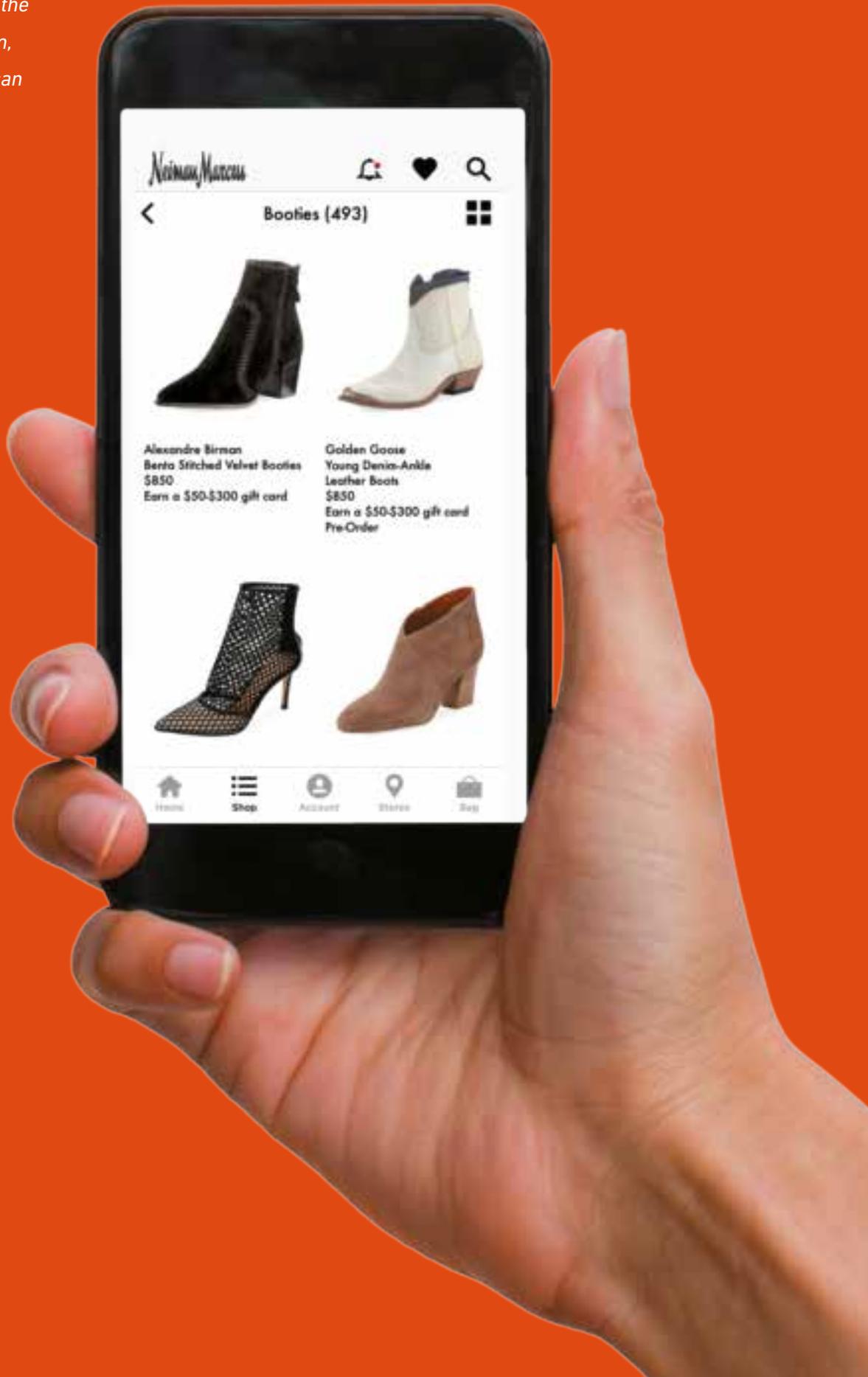
the **distinctive qualities** of their merchandise in print, in-store, and online. But the innovation of new **personalization technologies**—from customized manufacturing, to GPS-tracked smart phone messaging, to augmented reality fitting rooms—

are challenging fashion retailers to invent new ways to meet **consumer shopping expectations** and preferences. Traditional marketing methods such as catalogs, magazines and advertising remain **mainstays of**

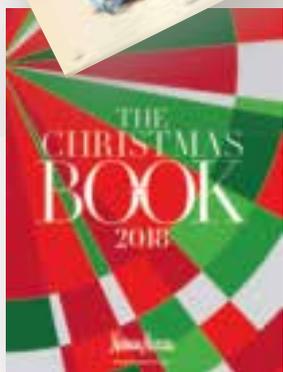
N POINT

the business, but some have a fresh twist and new voice. Whatever the method of communication, **thoughtful presentation** of the brand frames the product in a memorable way and elevates the perceived **premium value** of the merchandise.

"Snap. Find. Shop."
is the Neiman Marcus mobile app that lets shoppers snap a picture of items they like, and the app will search its online inventory for the same or similar item, which the shopper can purchase directly through the app.

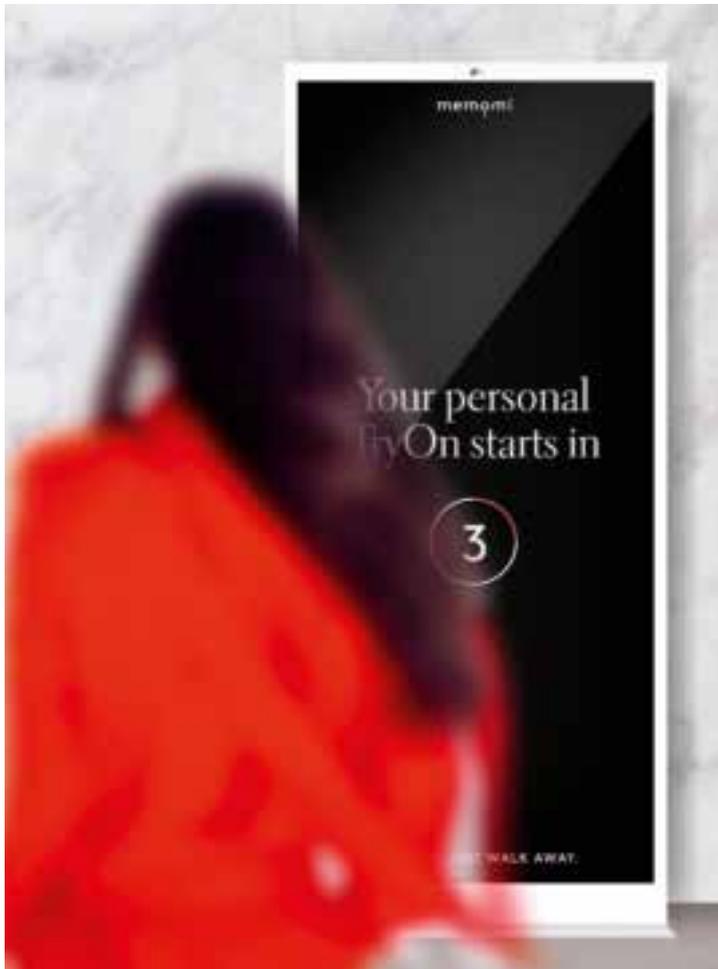


Omnichannel Shopping: Neiman Marcus



Luxury retailer Neiman Marcus has long embraced technologies that merge its print catalog, in-store and online experience for customers. This omnichannel approach is in line with its philosophy of a seamless customer experience. Neiman Marcus recently established an innovation lab dedicated to identifying technologies that consider the many shopping channels available to consumers, and tapping one to drive more business to another. Its “Snap. Find. Shop.” mobile app is a convenient shopping aid. In-store, it has introduced a high-tech “memory mirror,” which is essentially a giant video screen and camera that lets shoppers see outfits from 360 degrees, compare clothing options, keep track of what they have already tried on, and share choices with friends and family. Another innovation piloted in bridal wear, introduced in partnership with memomi, creates 3-D scans of the woman and prints out pictures of her in the dresses she selects. Neiman Marcus is at the vanguard of blending high fashion with high tech.

Among the hundreds of print promotions Neiman Marcus produces is its Christmas catalog, aka “The Book,” which is as legendary as the department chain itself. The 300-plus page Christmas catalog is downloadable



for free, with the printed version available to non-customers for a small cost. Filled with elegant merchandise that would satisfy even the billionaire on your list, the Neiman Marcus Christmas catalog is widely anticipated, especially for its annual fantasy gifts—like the 74-foot

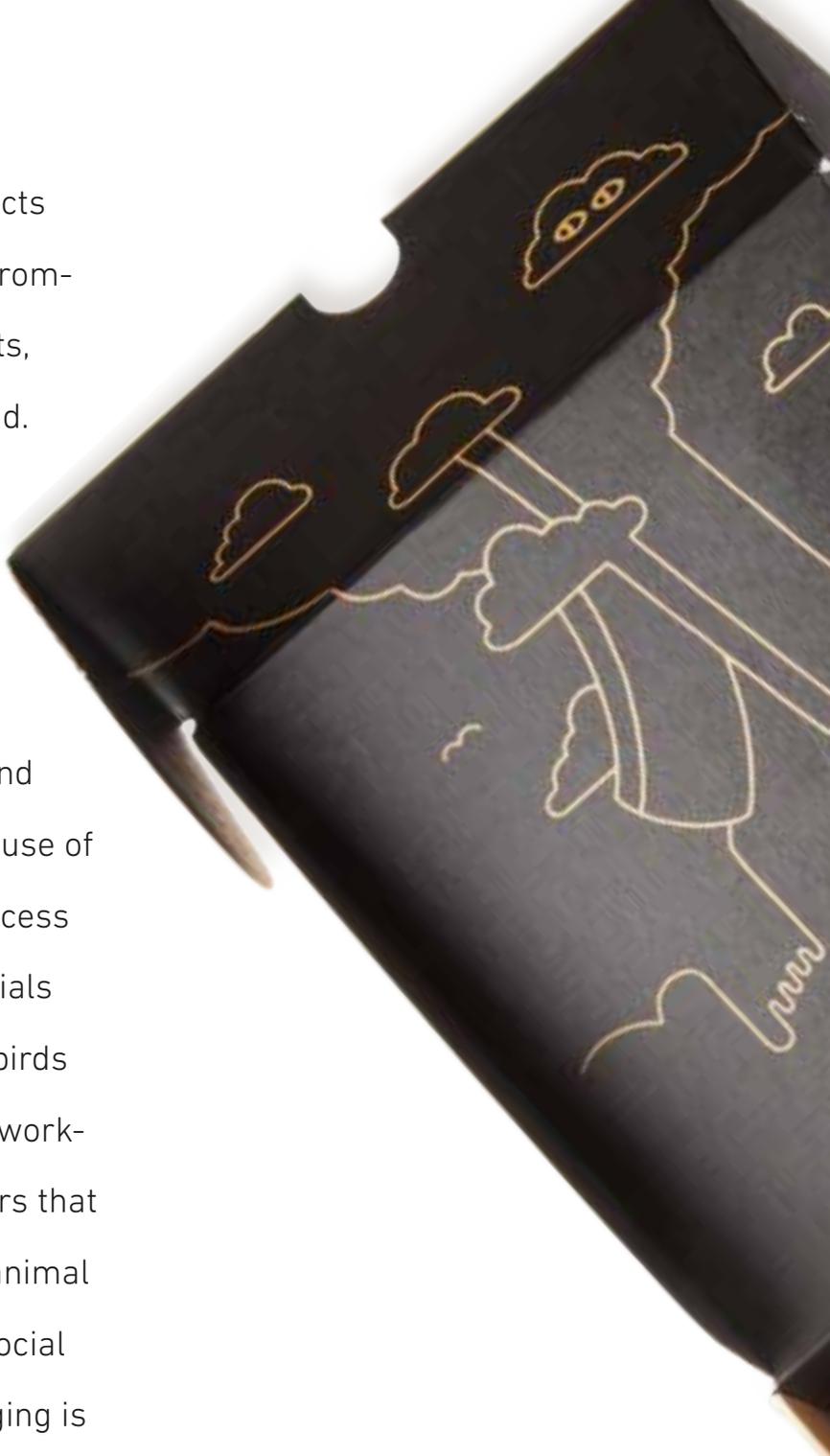
Neiman Marcus' giant high-tech "memory mirror" enables shoppers to see outfits from 360 degrees and compare clothing options side-by-side.

solar-powered yacht for the couple who has everything. The outrageously over-the-top gifts are inevitably picked up by the press, adding to the holiday fun and Neiman Marcus' reputation for always offering the best.



Sustainability: Allbirds

Environmentally sustainable products and social responsiveness factor prominently in Allbirds footwear products, which got their start in New Zealand. Using only sustainable materials, Allbirds footwear is made from machine-washable merino wool or tree fibers for the uppers and from recycled plastic bottles and castor bean oil for the insoles. The use of wool allows the manufacturing process to use 60% less energy than materials used in typical synthetic shoes. Allbirds considers the sheep's welfare too, working with ZQ Merino-certified growers that abide by the highest standards of animal welfare, environmental care, and social responsibility. Even Allbirds packaging is made from 90% recycled cardboard that serves as a shoebox, shopping bag and mailer all in one. Its well-planned construction eliminates the need to protect the product with tissue.



A reusable molded papier mâché shoe form is placed inside every shoe to preserve its shape and wick away moisture and odor.



allbirds

WE ARE
ALLBIRDS

Meet the Tree Runners
Made with sustainably harvested
trees, they're light on your feet
and easy on the planet.

Mass Customization: Nike

Sneaker makers are sprinting to the head of the pack when it comes to custom manufacturing.

Most have embraced 3-D imaging in design and production to eliminate the time-consuming need for countless physical prototypes. What used to take a month or more to build molds for foam soles now can be completed in hours. Robotics

have assumed the once laborious task of painting midsoles to achieve dazzling aesthetic effects.

Like hiking shoes and work boots, sneakers were once viewed only from the standpoint of functionality, not for fashion and style. They integrated principals of medical science into the design to prevent shin splints, tendinitis, stress fractures and other outdoor sports injuries.

Early sneaker models were utilitarian and offered in just two colors — black or white. All that has changed. Fashion magazines are more likely to review the latest styles than podiatrists. Often designed in bold colors and patterns, sneakers have entered the realm of fashion apparel.

No longer limited in choice, NIKEiD lets consumers pick from a rainbow of colors. Nike first introduced a website with a customizable line-up of shoes in 2012. Today, consumers can choose one of over 200 pre-designed shoes and customize the color of over 12 different components. From the tongue, laces and quarter to the midsole, outsole and Swoosh, consumers are willing to pay more for the ability to create a shoe that is personal to their identity and style. Direct to consumer sales have soared at Nike and the NIKEiD brand, which now includes bags, clothing and other apparel.



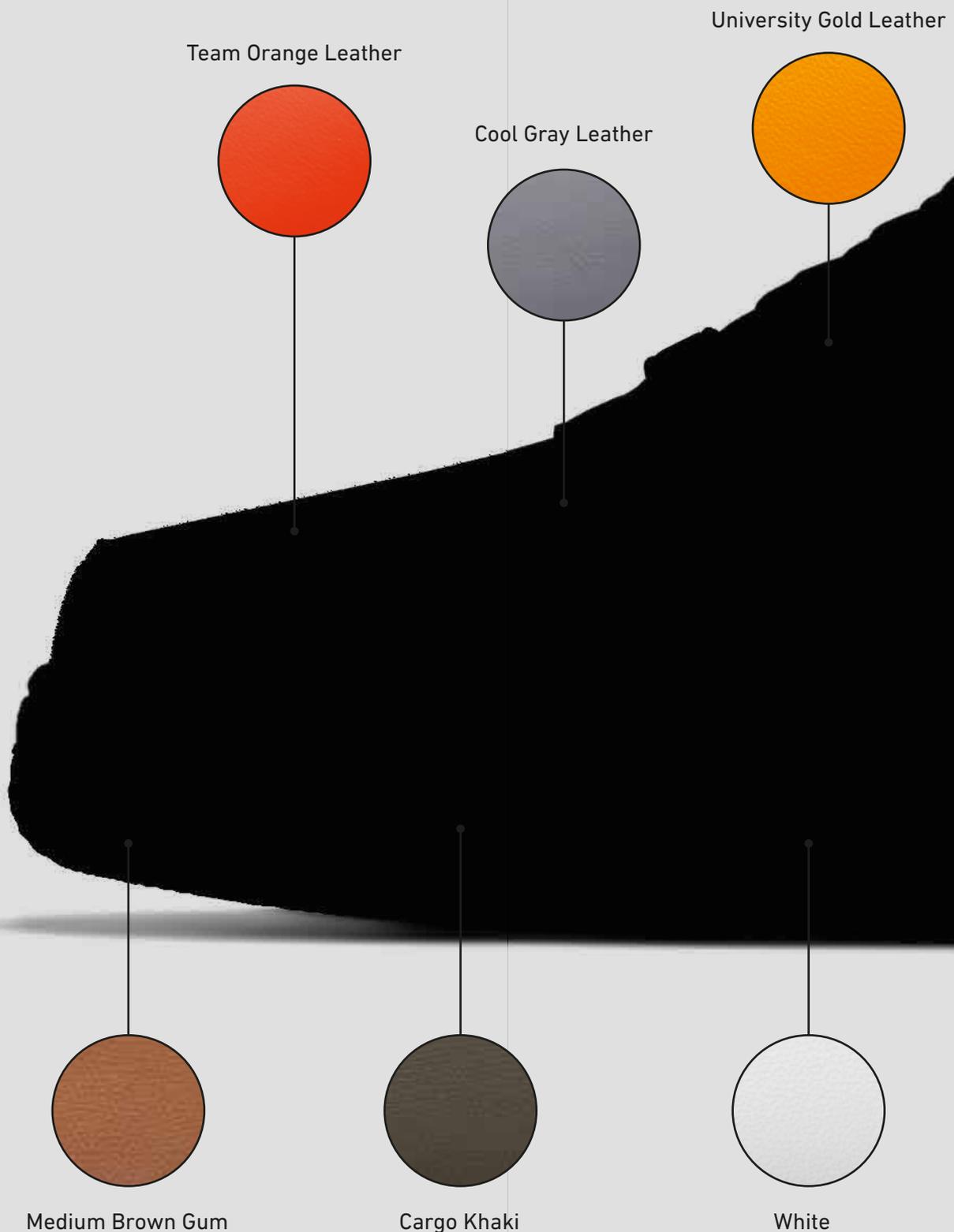
BASIC VS CUSTOMIZED



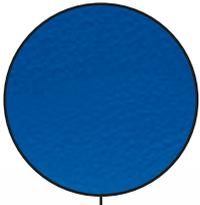
MASS CUSTOMIZATION

Innovative manufacturing can precisely pick up, stack and fuse materials that make up the uppers of Nike shoes. The modularity of parts also enables people to truly customize their shoe, have it made in just a few hours and delivered to them in a matter of weeks. The NIKEiD line lets shoppers choose from an array of colors, styles, textures and materials such as leather, canvas, rubber, mesh, and suede and even choose the size and placement of the Nike Swoosh.

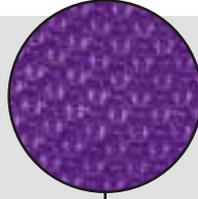
MASS CUSTOMIZATION



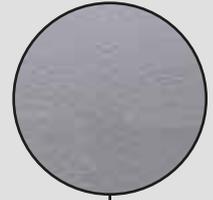
Game Royal Leather



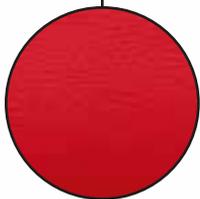
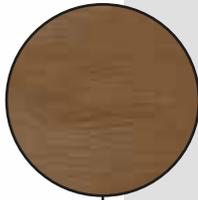
Court Purple



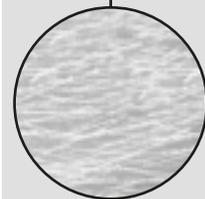
Wolf Gray Leather



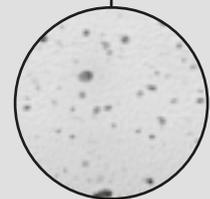
Metallic Gold Leather



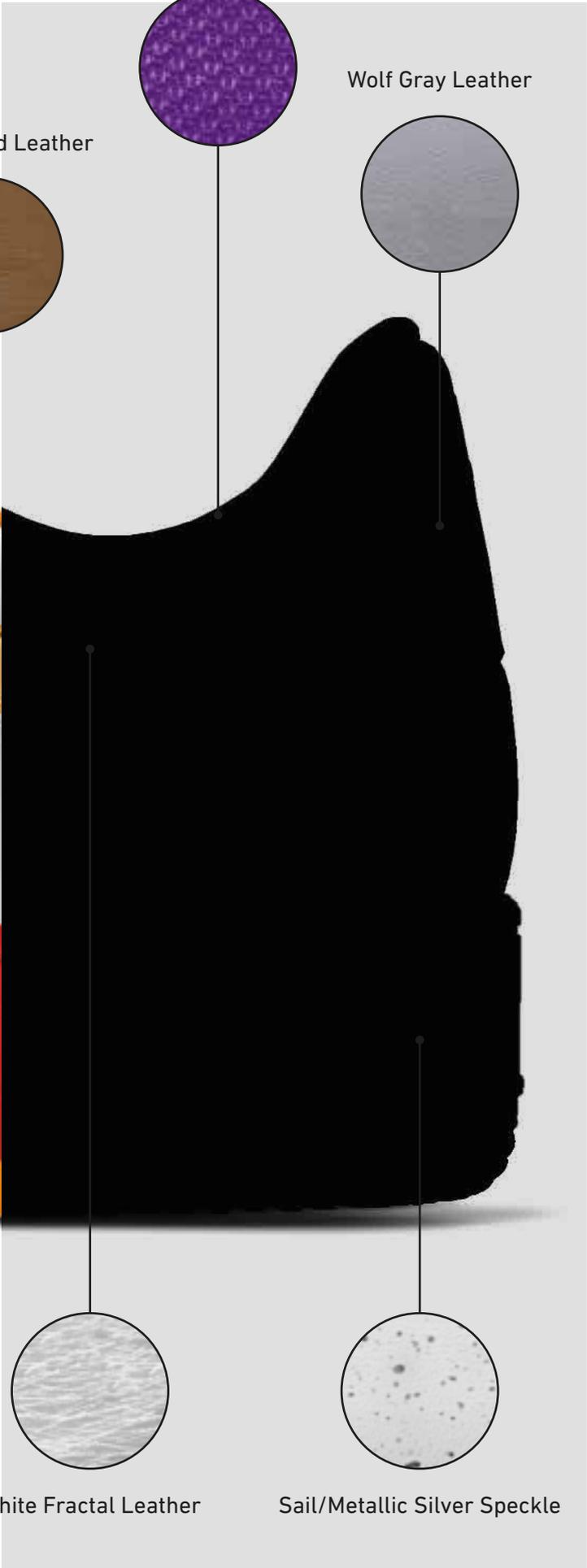
University Red



White Fractal Leather



Sail/Metallic Silver Speckle





Nike LunarSolo Running Shoe



Nike Air Max Sequent 2 Running Shoe



Jordan "Why Not?" Zero 1 Basketball Shoe



Nike Air Zoom Terra Kiger 4 Running Shoe



Nike Zoom Evidence II Basketball Shoe



Nike Air VaporMax Plus Shoe



Nike Tiempox Legend VII Club IC Soccer Shoe



Nike Air Huarache Drift Shoe



Nike Zoom KD9 Basketball Shoe



Air Jordan XXXII "Russ" Basketball Shoe



Kyrie 4 "The Moment" Basketball Shoe



Nike Air Max 180 Shoe

Designers are using the soles of sneakers to create showpiece abstract art in flamboyant colors and patterns. The bright designs also call attention to how the soles of sneakers are designed for different activities. The wide choice of prints and patterns consider traction, flexibility, running surface, impact absorption and other factors meant to improve performance and protect the feet. Here is a selection of some of the soles offered by Nike.



Nike Air Huarache Drift Shoe



Nike Air Max Infuriate 2 Mid Shoe



Nike Air Zoom Pegasus 35 Running Shoe



Nike Air VaporMax Flyknit 2 Running Shoe



Nike Epic React Flyknit Running Shoe



NikeCourt Air Zoom Resistance HC Tennis Shoe



Nike React Hyperdunk X "Kay Yow" Shoe



LeBron Soldier XII Basketball Shoe



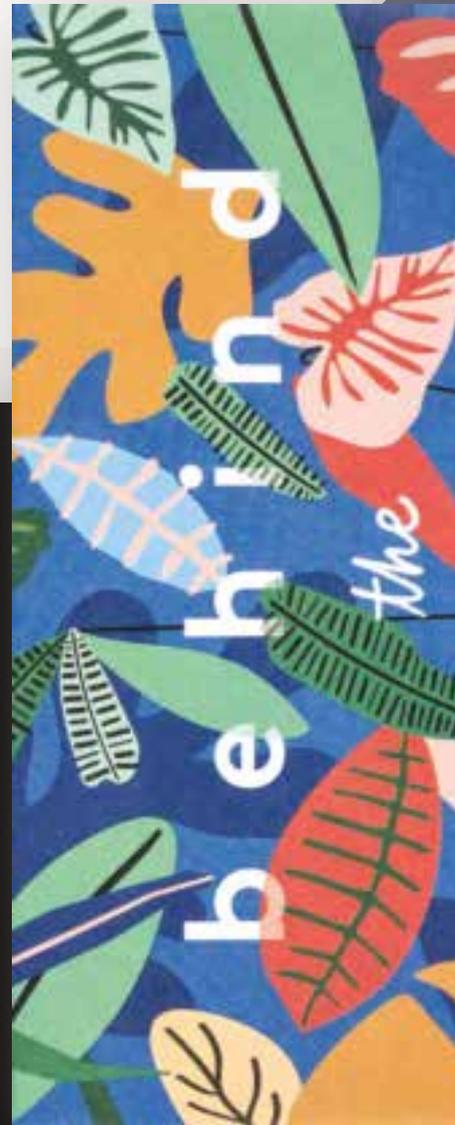
Nike Flex RN 2018 Running Shoe

Micro-Influencer: Birchbox

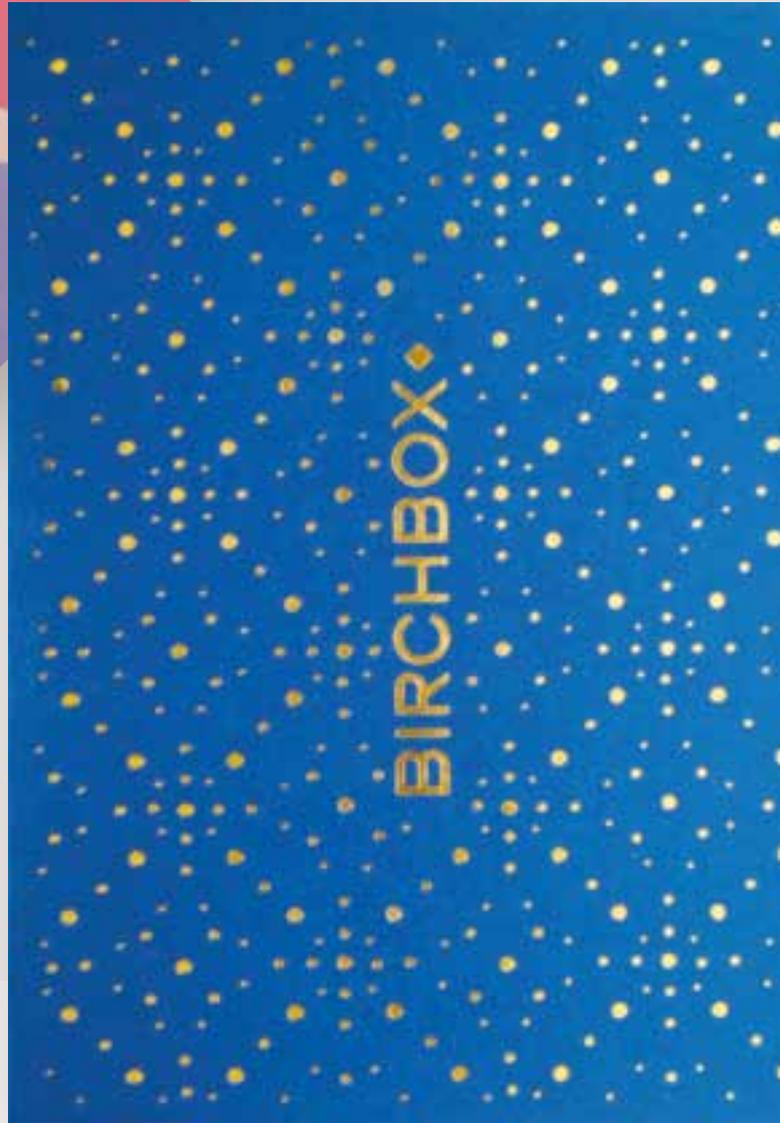
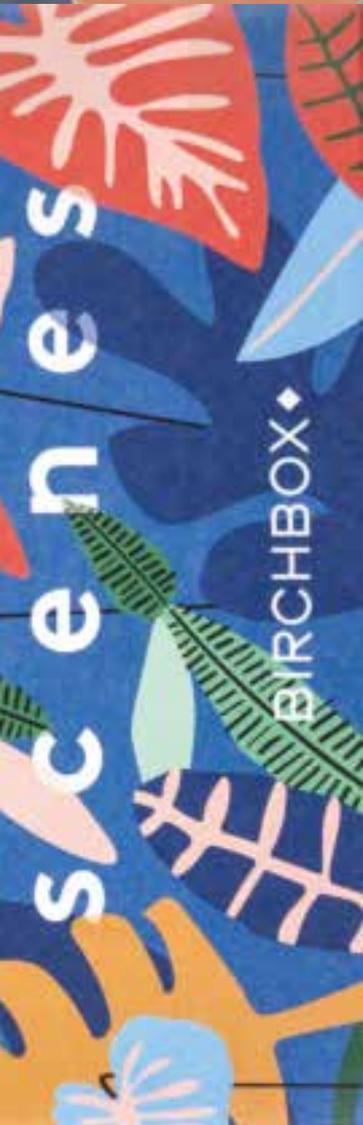
Influencers and bloggers have been the core of Birchbox's marketing strategy since the monthly beauty subscription service launched in 2010.

Birchbox's concept is ready-made for social media. Early on, Birchbox teamed up with respected influencers in its target demographics to spread the word

MICRO-INFLUENCER



Birchbox's luxurious boxes with their alluring patterns, embossing, foiling and small personal touches are treasured as keepsakes.



about its personalized mix of beauty samples. Delighted customers took to YouTube and Instagram to share the excitement of opening the Birchbox package which is sent to subscriber homes in beautifully designed gift-like boxes. Today #birchbox has over a half million posts on Instagram, and Birchbox has found incredible success from the use of influencer marketing.



Premium Brand Experience: Warby Parker



After browsing a selection of frames online, shoppers can request five frames to try on at home. The sample frames are sent to customers in a handsomely designed container that suggests attention to detail and quality at every level.

Warby Parker, the billion dollar online eyewear retailer, was started from scratch in 2010 by four MBA students from the Wharton School of Business after one left his glasses on a plane and discovered to his chagrin that glasses with designer frames were prohibitively expensive and not easily available online. Their research revealed that the eyewear industry was dominated by a single supplier able to keep prices artificially high. This led them on a quest to find an alternative. Thinking “outside the box,” the millennial founders put their tech savvy to use to start the first online eyewear brand. By bypassing traditional retail channels and selling directly to customers, the Warby Parker founders concluded they could offer stylish, high-quality eyewear at a \$95 price point. To allay concerns about ordering online, Warby Parker lets shoppers pick five frames to try out at home and offers free shipping and returns. From the start, Warby Parker was intent on gaining the respect of the fashion industry, and offering stylish frames that people would be proud to wear. The brand’s pre-launch publicity campaign targeted premier fashion magazines and attracted feature articles in *Vogue* and *GQ*. Warby Parker



Warby Parker eyeglass frames are designed by a team of in-house designers who have created a variety of cool and contemporary styles, including some exclusive limited editions.

The image shows a flat-fold net of a box, laid out on a white background. The net is composed of several rectangular panels, some of which are folded into a 3D shape. The pattern on the net is a vibrant red hibiscus flower with green leaves, set against a light beige background. The text "Thinking Outside the Box" is centered over the net in a white, sans-serif font.

Thinking Outside the Box



The steady rise of online sales and marketing led to predictions that printed catalogs would soon disappear, but actually the opposite has occurred. Increasingly, fashion brands are “thinking outside the box” and adapting the strengths of social media platforms with print. Like social media, the editorial tone and type of imagery featured in catalogs have become more engaging, personal and aspirational. At the same time, print marketing offers the incomparable advantage of a tactile experience, made all the more impactful by special printing effects and high-quality printing papers. Click-throughs and conversion rates are important, but the inclusion of print helps a brand establish its identity and connect with customers. Customers expect more than a transaction from the brands they love and they look for an experience that exceeds their expectations. The following case studies are examples of brands that understand the power and persuasion of print.

Case Study: Fashion Magazines

Despite the rise of online blogs and social media, print fashion magazines have held their own over the century. The popularity and influence of *Vogue*, founded in 1892, continues to rank among the world's top fashion magazines, attracting new readers generation after generation.

Meant for leisurely enjoyment, print magazines regale readers with current fashion trends, street styles, social commentary, celebrity news, pop

culture movements, travel destinations, and a plethora of ads and articles showcasing everything from dresses and acces-

The credibility and authority of printed fashion magazines are heavily dependent on the production quality of the magazine itself. Striking photographs, excellently printed on high-quality paper, validate the publication's reputation as an arbiter of taste, beauty and style.

sories, to lipsticks and footwear, along with fashion tips. According to the century-old Association of Magazine Media (MPA), its third-party research confirms that printed magazines retain the trust of consumers and advertisers alike. Readers find the editorial content credible, and advertisers know that print medium builds brands and sells products in a safe and transparent environment.

This finding is validated by neuroscience research that reveals that paper-based reading focuses attention better and leads to higher comprehension and recall. Tried-and-true still works.



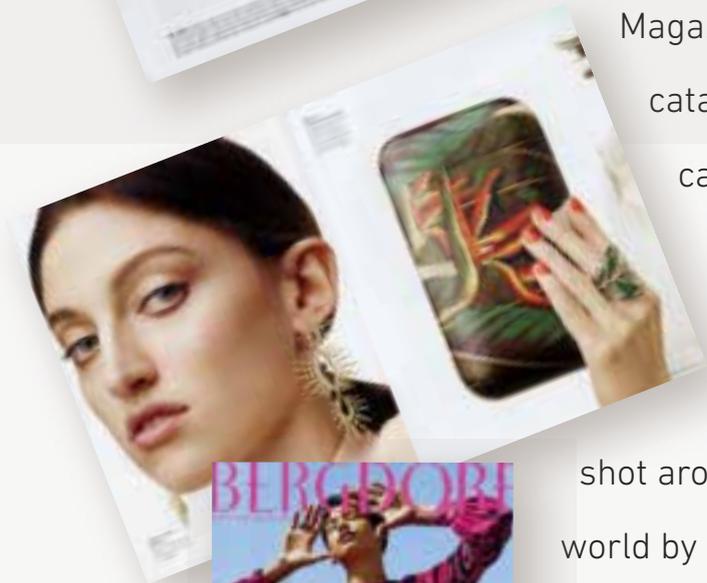


Case Study: Bergdorf Goodman

Renowned throughout the world, Bergdorf Goodman has a single brick-and-mortar department store located on Manhattan's swank Fifth Avenue. A New York landmark since 1901, Bergdorf Goodman is revered as the pinnacle of style, service and modern luxury. Its store is a premiere shopping destination. Many of the world's most celebrated fashion designers are featured in Bergdorf Goodman's in-store boutiques, as well as in its many printed Lookbooks and BG Magazines. Not merely a merchandise catalog, BG Magazines are written to capture the current moment in fashion and culture. Each issue features the season's most groundbreaking designers, striking fashion stories

shot around the world by renowned photographers, and articles by respected social observers providing context for fashion trends. BG Magazines open

Bergdorf Goodman's Christmas window displays are world famous. Fanciful works of art, the displays are beloved for their imagination, artistry, references to New York museums, and exquisite detail. As a marketing and advertising tool, the displays draw shoppers to the store and garner widespread media attention.

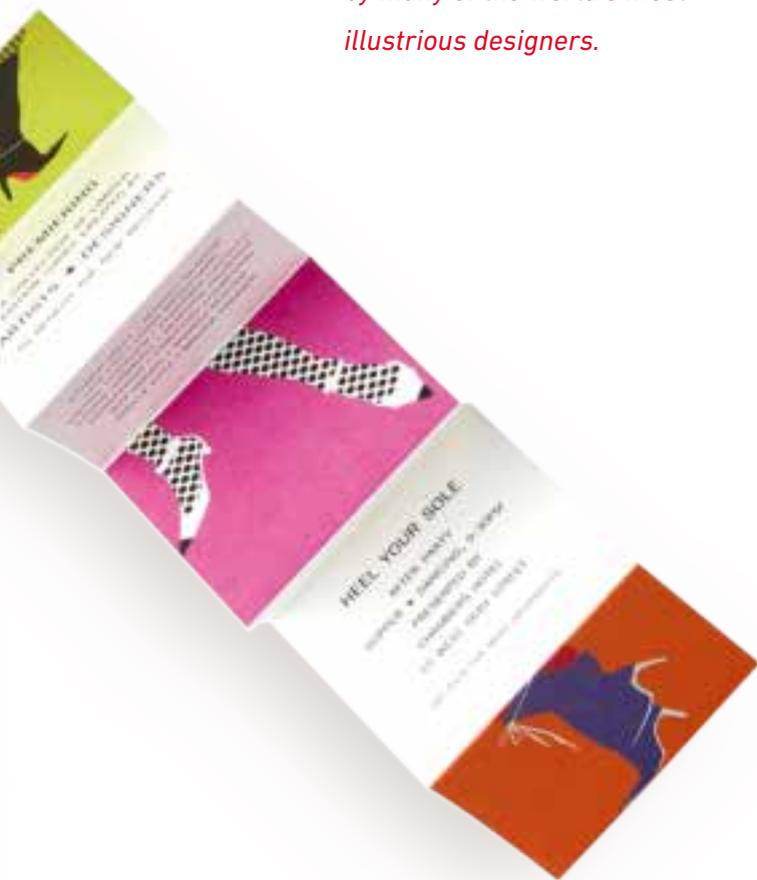




BERGDORF
GOODIES



Online shoppers can view and purchase Bergdorf Goodman's vast selection of current fashions produced by many of the world's most illustrious designers.



onto brand-specific advertisements followed by headlined articles that showcase spread after spread of gorgeous jewelry, footwear and apparel. Menswear is presented in its own magazine called *Goodman's Guide*, issued as a freestanding publication as well as bound into the main BG Magazine. Every aspect of the publication shouts luxurious quality, from the feel of the paper to the print production. Consumers worldwide have convenient access to BG's extensive collection presented on BG's website. The online catalog can be sorted by fashion categories—evening gowns, cosmetics, sportswear, shoes, handbags, etc.—as well as by designers. A fun shopping experience, BG's online catalog is captivating to view and supported by customer service email and phone lines.

Softened by the waters of highland rivers, our vibrant Scottish cashmere scarves grant the warmest holiday wish.



Imaginative photo styling of these luxurious scarves and sweaters gives a fresh, contemporary look to these traditional items.





The Golden Fleece symbol from Greek mythology was adopted as the Brooks Brothers trademark in 1850 to indicate it was a place where the finest woolen clothing could be bought.



Case Study: Brooks Brothers



Founded in 1818, Brooks Brothers is the oldest men's clothier

in the United States and the preeminent authority on American style and good taste. Known for introducing fine quality ready-to-wear men's suits to American consumers, Brooks Brothers is said to have outfitted 40 of 45 U.S. Presidents, including Abraham Lincoln. The catalogs for Brooks Brothers, too, are in keeping with its legacy, showcasing classic yet contemporary styles that impart an air of confidence for any business, casual or formal occasion.



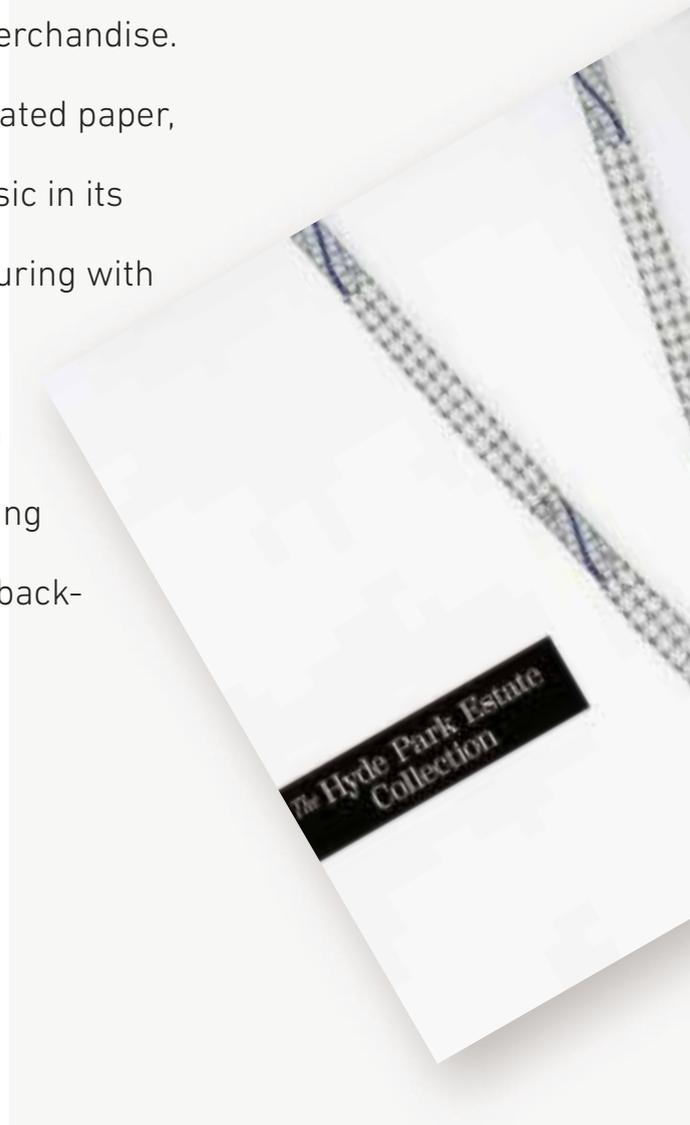
Case Study: Hyde Park Jewelers

Hyde Park Jewelers caters to a sophisticated clientele with fine jewelry, timepieces and individually curated collections by world renowned designers. The Hyde Park catalog is simply presented, with no lifestyle photographs of glamorous models wearing the jewelry. Instead, the premium quality of the paper itself serves as the elegant surface for each silhouetted jewel, focusing undivided attention on the exquisite quality, artistry and fine details of the valuable merchandise. Printed on premium gloss-coated paper, the Hyde Park catalog is classic in its simplicity, but made more alluring with subtle touches such as spot gloss UV on the jewelry and a gloss glitter UV giving intriguing glints of sparkle to the black background of the cover.

The Hyde Park catalog conveys glamour and refinement through subtle use of coatings and special printing techniques.



Hyde Park was founded in 1976 in Denver, Colorado, and now has 10 locations in Denver, Phoenix, Scottsdale, Las Vegas and Newport Beach.



SHINOLA
DETROIT

SHINOLA.COM

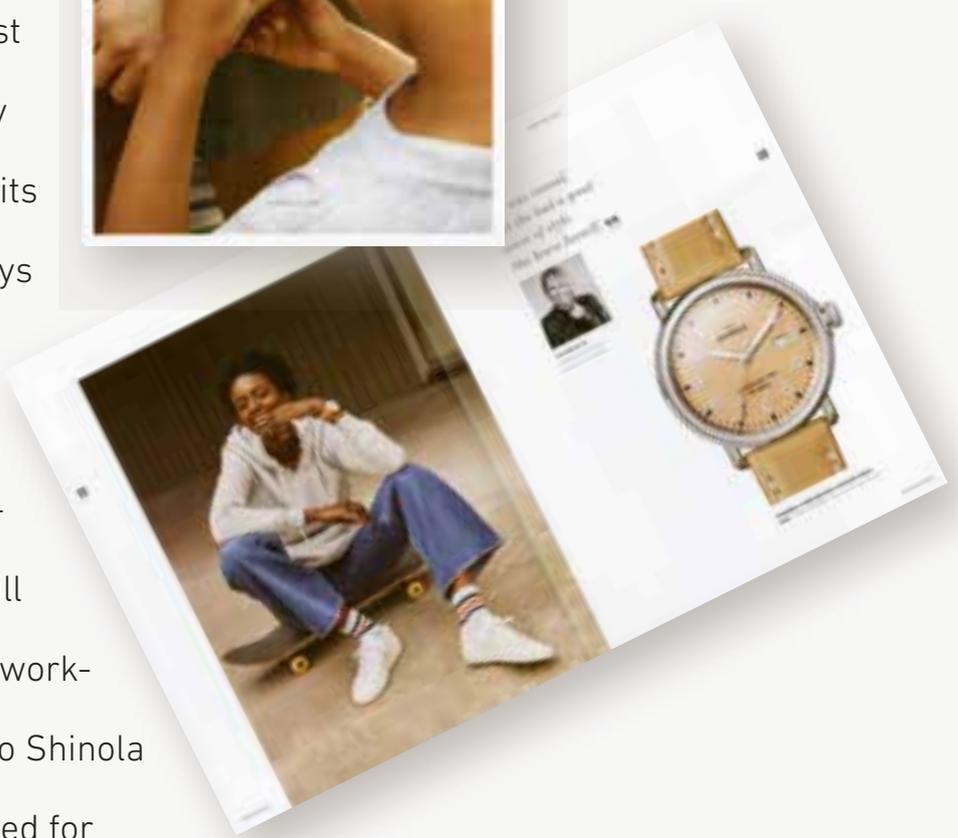
Case Study: Shinola Detroit

The origin of Shinola Detroit is very much a story of revival and redemption. In 2012, a venture capitalist bought a defunct shoe polish business, called Shinola, and

announced plans to open a factory to produce high-end fashion watches in Detroit, then described as a manufacturing “rust belt.” What the company saw was that Detroit in its manufacturing glory days was renowned for excellent craftsmanship and flawless precision assembly—traits still ingrained in the Detroit workforce and now applied to Shinola products which are prized for quality and cool.



Shinola catalog releases are timed to take advantage of prime gift-giving occasions. The women's catalog is released on Mother's Day and the men's catalog is distributed on Father's Day.



The Shinola signature is shown as the caseback plate on every watch product. In addition to the laser-etched serial number, the plate proudly boasts “Built in Detroit.”



Case Study: Americana Manhasset

“The Grand Budapest Hotel,” Wes Anderson’s 2014 hit comedy set in an elegant but nearly abandoned hotel on the eve of World War II, serves as the thematic backdrop for Americana Manhasset’s fall look book, produced by Laspata DeCaro. Located on the Long Island Gold Coast

in New York, Americana Manhasset is actually an upscale shopping center that caters to well-heeled clientele by focusing on luxury brands like Hermès, Cartier, Dior, Gucci, and Tiffany & Co. At a time when about 20% to 25% of traditional shopping malls are forecasted to close by 2022⁽¹⁾, Americana

Manhasset targets a much narrower consumer base with high-end goods that fit their lifestyle and pocketbook.



Americana Manhasset's key to success is an attitude of worldly "cool"—provocative, confident and at ease with luxury.

Case Study: Hobo Bags

Branding merchandise demands more than a recognizable logo; the products themselves must convey the zeitgeist (spirit and mood) of what drives the brand. Hobo founder and designer Koren Ray discovered her love of fine leather as a child, while playing with scraps in the iconic leather shop where her mom learned her trade. This passion is still apparent today in Hobo's abiding attention to craftsmanship and the inherent natural beauty of leather. In Hobo's catalogs and website, the warm, supple qualities of Hobo's leather products are subtly echoed with neutral tints framing key images and handwritten headings printed in white over full-bleed photographs. The personal touch of the effect is one that states, "This is what we make, who we are, and what we value."





A soft tint over the main images gives a distinct look to the Hobo catalog, reinforcing its brand identity.



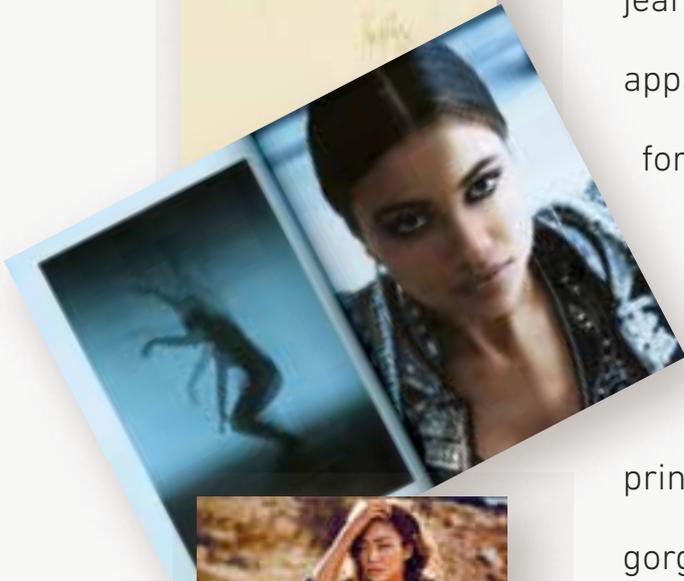
LEFT PAGE: SHOWING 22 BROWN
AND BROWN 22 BROWN 22 BROWN 22 BROWN
RIGHT PAGE: 12 BROWN 12 BROWN 12 BROWN 12 BROWN
WWW.HOBOBAG.COM

Case Study: GUESS

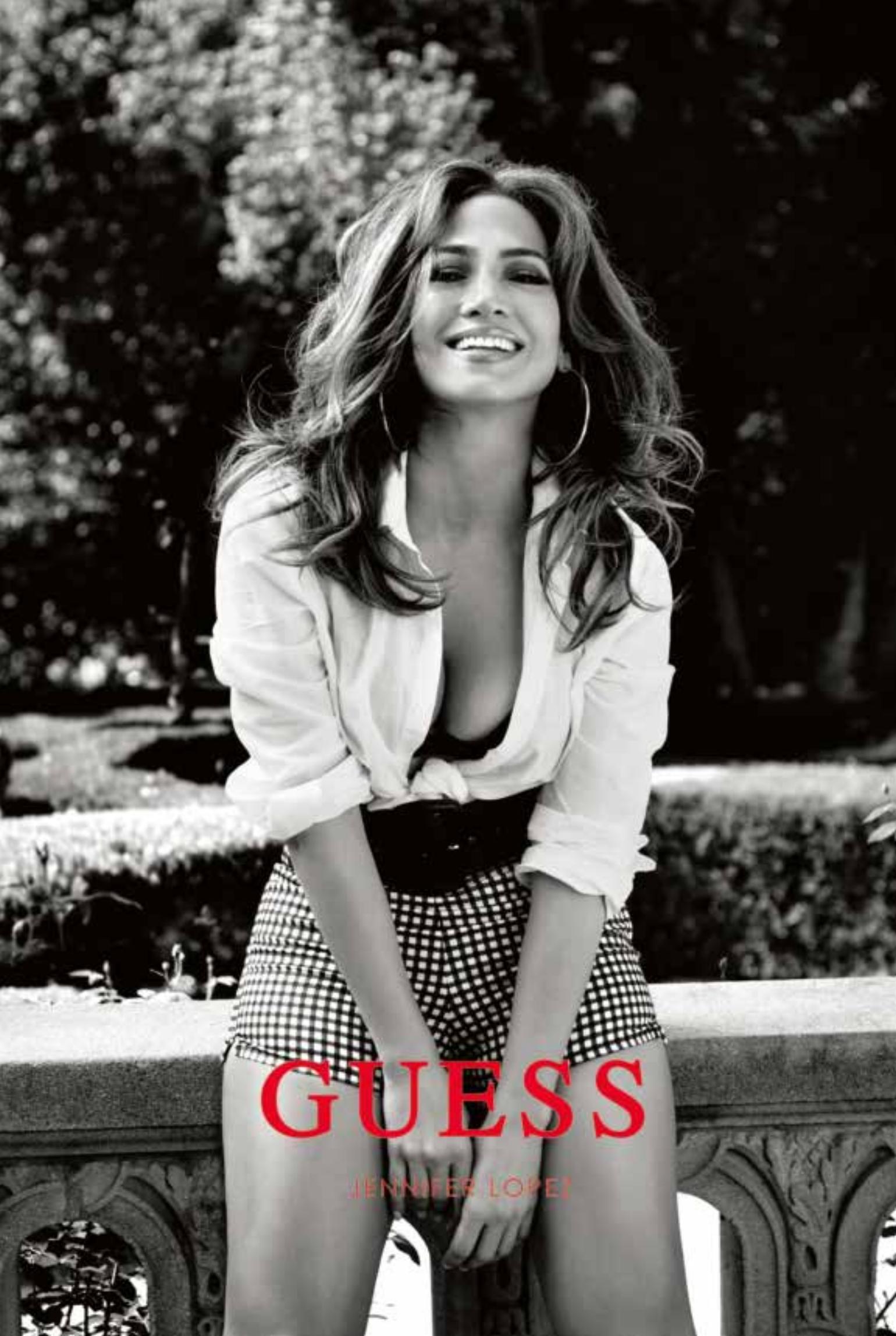
GUESS was established by Paul Marciano and his brothers in 1981. They revitalized the denim world with their European sensibility by redesigning American denim jeans into body-hugging, light and stylish apparel appropriate for sale in fashion-forward upscale boutiques. GUESS has over the years produced beautiful and lavish catalogs, magazines and journals each season. Season, printed on high-quality coated paper, with gorgeous photographs of high-fashion models, seductively posing in GUESS apparel, and interviews with contemporary artists. The publications have the value of art books. Also three casebound books have been produced to date, titled "A Decade of GUESS Images." These stunning coffee table books reflect the most iconic images from each decade. Now a global company with a complete line of fashion-forward merchandise, GUESS thinks of denim as the "DNA of our brand," Paul Marciano says. "GUESS is a lifestyle brand, but first and foremost, it is a denim brand."



LOVE

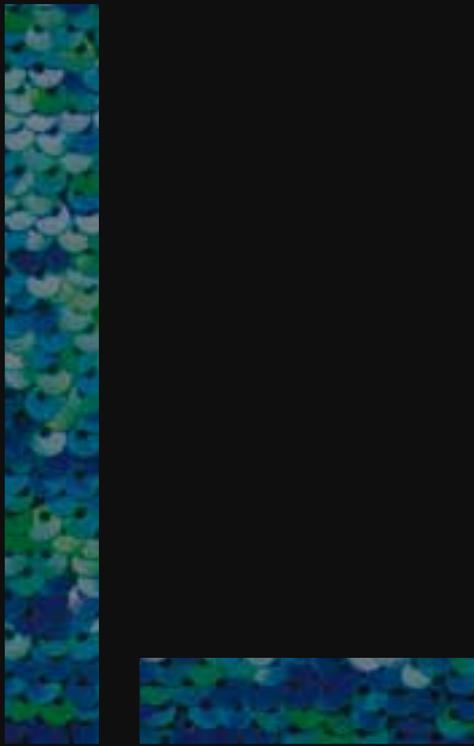


Everything about the GUESS brand projects a sexy, young and adventurous lifestyle including its roster of celebrity models and actors in breathtaking scenic surroundings, printed with touchplates of match colors on heavy, high-quality paper to make the photos even more stunning.

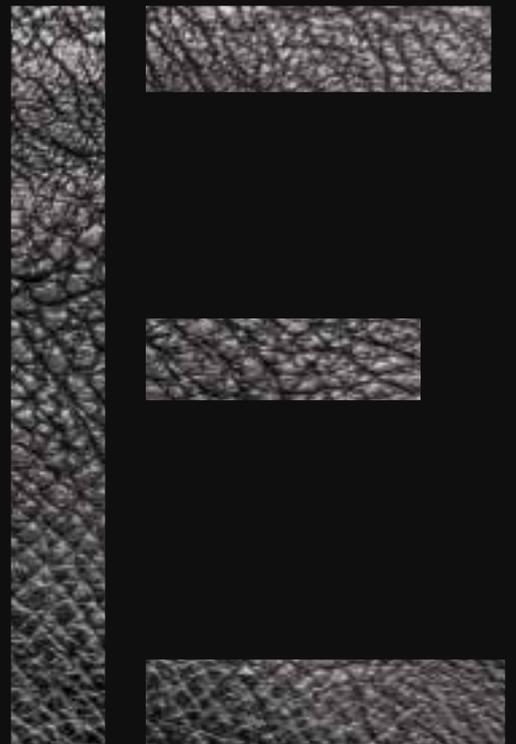
A black and white photograph of Jennifer Lopez sitting on a stone balustrade. She is smiling and looking towards the camera. She has long, wavy hair and is wearing large hoop earrings. Her outfit consists of a white, long-sleeved, button-down shirt with the sleeves rolled up, tied at the waist, and a pair of high-waisted, checkered shorts. The background is a blurred garden setting with various plants and trees.

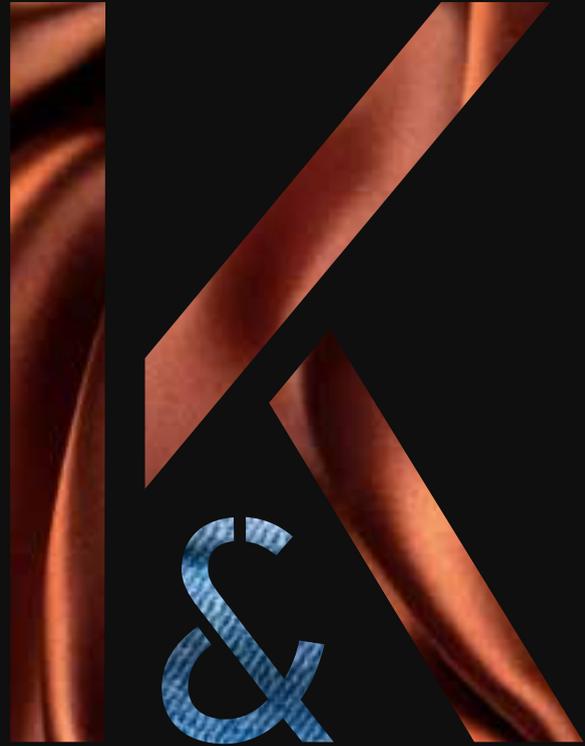
GUESS

JENNIFER LOPEZ

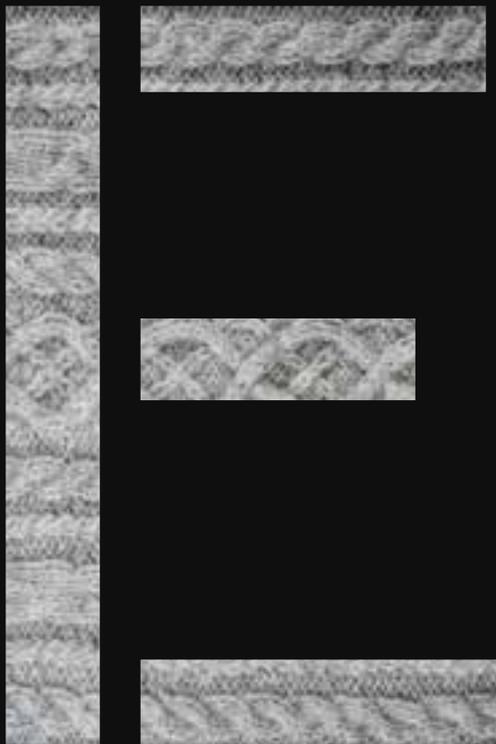


The use of special techniques in printing evokes textures





and finishes that communicate the tactile, sensual side of fashion.



The dull varnish, chrome silver and phosphorescent accents on McCoy Silk heighten the look of precision on the Swiss-made watch.





The gloss and soft feel of satin fabric emerges on McCoy Silk with a smooth contrasted finish.

The perfection of fashion photography shows through on closeup shots with soft touch makeup plus high-gloss lip varnish.





The combination of reticulating varnish and chrome silver on McCoy Silk gives greater definition and sparkle to the gems and gold of this brooch.

The classic wing-tipped shoe is enhanced with this special leather scent, reproduced beautifully on McCoy Silk.





The pink leather looks more vibrant on McCoy Silk and the use of rubberized coating adds texture to the shoe's surface.

The combination of a rainbow vignette and chrome silver on McCoy Silk creates elegant flowing sequins.





The hand tooled flowers in raised leather coating add a tactile quality to the leather bag which is further enhanced with dull varnish on McCoy Silk.

The intertwining of a textured matte coating and gloss varnish on McCoy Silk complements the tactile nubbiness of wool yarn.



The distinctive houndstooth pattern is enhanced on the flocked surface of McCoy Silk.

Soft touch enhances the supple look of skin tones on McCoy Silk.





The fine art quality of black-and-white photography is illuminated on McCoy Silk with a textured canvas coating.

The fine texture of the wool in this sweater comes alive with a soft touch matte varnish on McCoy Silk.





The embroidery on this historic jacket is beautifully reproduced on McCoy Silk with an intricate pattern and a soft shimmer.

The supple feel of this kid glove is enhanced with a textured leather coating on McCoy Silk.





The woven textured straw hat contrasts beautifully with the smooth McCoy Silk finish.



Sappi McCoy

Verticals is printed on Sappi McCoy, a sustainably manufactured premium coated paper known throughout the fashion industry as the paper of choice for its unsurpassed print surface and high brightness. McCoy's superior print contrast is coveted by fashion retailers that need absolute color accuracy and sharply defined details. McCoy's opacity and uniformity are ideal for all kinds of special printing and bindery techniques. Available with 10% recycled fiber and in a wide range of weights and finishes, McCoy is as versatile as it is elegant.

When approached holistically, as Sappi does, paper is one of the most sustainable mediums for communications. Our paper is derived from renewable resources, made with high levels of renewable energy and is recyclable.

All of Sappi North America's coated and packaging paper mills are triple certified in accordance with the leading global sustainable forestry chain of custody certification systems including the Forest Stewardship Council® (FSC®-C014955), the Sustainable Forestry Initiative® (SFI®) program and the Programme for the Endorsement of Forest Certification™ (PEFC™). Please visit sappi.com or call 800-882-4332 for the most up to date product specifications and available certifications.

Sappi & Fashion

Our passion for creativity, innovation and quality helps us anticipate the changing needs of our customers—and we don't stop there. We also factor in sustainability into every action we take. These are the guiding principles of Sappi's operating philosophy. They underlie our product development initiatives and the diversity of ways we aim to serve the fashion industry.

Packaging and Speciality Papers

In an age of online sales and direct mail deliveries, packaging is playing an even more important role in conveying a premium brand experience. Sappi is providing just that with a global offering of packaging and speciality papers. Our high-quality paperboards—Algro Design®, Atelier®, Spectro™ and Proto™—convert to eye-catching packaging that stands out from the crowd and provides for a unique and differentiated experience. These paperboards are ideal for a variety of applications that call for dynamic and vibrant images including everything from packaging to shopping bags. With a growing number of gifters making a sustainable choice by using paper gift cards, our luxurious McCoy Gift Card provides nothing less than the best. Sappi's Transjet® product portfolio is comprised of innovative sublimation papers for digital transfer printing used for various applications including clothing, shoes, home textiles, and hard substrates like snowboards and skis.



Printing Papers

Sappi manufactures premium coated printing papers that consistently rank among the best and most reliable in the industry. Our coated papers are specified for printing projects in which top-quality is essential, including fashion magazines, retail catalogs, and direct mail. Sappi offers a broad selection of fine paper choices in a range of shades from bright white to neutral, in a variety of finishes, and in varying basis weights in sheet, web and digital. Our brands are: McCoy®, Opus®, Somerset®, Flo®, EuroArt Plus, and Galerie. Our papers produce printing results that offer optimum visual impact and pleasing tactile effects.



Dissolving Wood Pulp (DWP) Fiber

Sappi's dissolving wood pulp Verve™ is truly a natural, sustainable product. Unlike most synthetic fibers derived from non-renewable fossil fuels, Verve is a wood based cellulose fiber used to create viscose and lyocell for garments, home textiles and other applications such as pharmaceuticals and cosmetics. Fabrics and non-wovens made from Verve are sought after because they are soft on the skin, have high levels of moisture absorbency, and are easy to dye. It's also a more sustainable alternative because it is derived from trees, which absorb carbon from the atmosphere and emit life-sustaining oxygen in its place. From sourcing to end of life, DWP is one of the most natural choices a brand can make when it comes to selecting textile materials.

Casting and Release Papers

The inside front cover of Verticals is an example of a fabric with one of Sappi's amazingly versatile casting and release textures. The world's leading manufacturer and supplier of casting and release papers, Sappi is known for perfecting a textured coated paper that serves as a mold to transfer and replicate a variety of high-fidelity patterns, with visual, tactile and functional effects. An innovative design technique, Sappi's textures are often seen on handbags, apparel, and footwear as well as on flooring, furniture, car seats and other surfaces. Offered for a wide array of aesthetic and functional applications, Sappi casting and release papers come in textures ranging from geometric, woodgrain, metallic, stone, holographic sparkles, pearlescent leather grain and more.

PRODUCTION NOTES

Four-color process

All images are printed in four-color process with UV inks.

BINDING

Perfect Binding

PAPER

Cover

McCoy Silk, 120 lb

Text

Page 1 to 36 and Page 55 to 74: McCoy Silk, 100 lb

Page 37 to 54: McCoy Matte, 100lb



Front Cover

4/C + spot textured UV coating + soft touch coating bkgd + sculpted embossing on photo

Spine

Spot soft feel coating & spot gloss UV varnish



Inside Front Cover

4/C + dull UV varnish + soft touch UV coating



Gatefold to Page 1

4/C + rich black + spot gloss UV varnish + spot dull UV varnish



Pages 2 to 3

4/C + gloss UV varnish on type + gold UV pearl coating on bkgd



Pages 4 to 5

4/C + gloss UV varnish on letters + dull UV varnish on number



Pages 6 to 15

4/C + match gray + spot dull UV varnish on images with spot gloss UV varnish on large type



Pages 16 to 17

4/C + gloss UV varnish on bold type + dull UV varnish on bkgd



Pages 18 to 21

4/C + gloss UV varnish + dull UV varnish



Pages 22 to 23

4/C + match gray + gloss UV varnish + dull UV varnish



Pages 24 to 25

4/C + match gray + spot gloss and dull split mask UV varnish



Pages 26 to 27

4/C + match gray + chrome silver + reticulation varnish and UV coating + soft feel coating on upper leather + rubber UV coating on sole



Pages 28 to 29

4/C + match gray + spot gloss UV varnish + dull UV varnish on shoes + rubberized UV coating on shoe soles



Pages 30 to 31

4/C + match gray + spot gloss UV varnish + spot dull UV varnish + texture UV varnish + soft feel coating on boxes



Pages 32 to 35

4/C + match gray + spot gloss and dull split mask UV varnish



Pages 36 to 37

4/C + match gray + gloss UV varnishes + spot soft feel coating on photo



Pages 38 to 41

4/C + match gray + spot gloss UV varnishes on images + spot textured UV varnish on white bkgd



Pages 42 to 43

4/C + match gray + spot gloss and dull UV varnishes on images + spot textured UV varnish on white bkgd



Pages 44 to 45

4/C + match gray + spot gloss and dull UV varnish on images + spot textured UV varnish on white bkgd



Pages 46 to 47

4/C + match gray + spot gloss and dull UV varnishes on images + spot textured UV varnish on white bkgd



Pages 48 to 55

4/C + match gray + spot gloss and dull UV varnishes on images + spot soft feel UV varnish on white bkgd



Pages 56 to 57

4/C + chrome silver + spot gloss UV varnish + spot dull UV varnish + spot textured UV varnish + spot soft feel coating + spot raised UV coating



Pages 58 to 59

58: 4/C + chrome silver + gloss UV varnish and dull UV varnish and phosphorescent ink + UV varnish
59: 4/C + gloss UV varnish + red overall pearlescent UV coating



Pages 60 to 61

60: 4/C + gloss UV varnish on mouth + soft feel coating on face
61: 4/C + reticulating dull varnish + overall gloss UV coating



Pages 62 to 63

62: 4/C + gloss and dull UV varnish on shoe accents + leather scented texture UV varnish
63: 4/C + gloss and dull UV varnish on shoe accents + rubberized UV coating on shoe leather



Pages 64 to 65

64: 4/C + chrome silver + blue iridescent UV coating
65: 4/C + dull UV varnish + gloss UV raised leather textured coating



Pages 66 to 67

66: 4/C + gloss UV textured varnish pattern + texture knit UV coating pattern
67: 4/C white pattern + black overprint flocking



Pages 68 to 69

68: 4/C + textured UV coating pattern
69: 4/C + canvas UV coating pattern



Pages 70 to 71

70: 4/C + spot specialized UV coating
71: 4/C + spot textured UV coating on flower patterns



Pages 72 to 73

72: 4/C + gloss UV varnish on red glove + spot rubberized UV coating on red glove
73: 4/C + gloss and dull UV varnish + canvas UV coating on hat



Pages 74 to 75

74: 4/C + gloss varnish
75: 4/C + gloss UV raised pattern coating
Gatefold
4/C + spot gloss UV varnish on images



Back Cover

4/C + spot textured UV coating with soft touch bkgd and sculpted embossing on photo
Spine
Spot soft feel coating and spot gloss UV varnish

CREDITS

Design

Studio Hinrichs

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Illustrations

Cover: Carlos Aponte

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Terry Heffernan

Other Photography

Getty Images

Printing

Printed on six-unit press and eight-unit UV press with anilox coating systems. All images are printed 200 line screen or 25 micron stochastic

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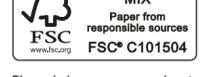
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