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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91248336
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

JOCKEY INTERNATIONAL, INC.,

Opposer,

v.

LAMONT D. COOPER,

Applicant.

Opposition No. 91248336

**JOCKEY'S OPPOSITION TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT
AND CROSS-MOTION FOR SUMMARY JUDGMENT**

Opposer Jockey International, Inc. (“Opposer” or “Jockey”) submits this memorandum, and the declarations¹ submitted herewith, in opposition to Applicant Lamont Cooper’s (“Applicant” or “Cooper”) motion for summary judgment (Dkt. 33) (“Applicant’s MSJ” or “MSJ”) in his favor with respect to Opposer’s claim for dilution and cross-moves² the Trademark Trial and Appeal Board (the “Board”), pursuant to Federal Rule of Civil Procedure 56 and 37 C.F.R. § 2.217, for an order granting summary judgment in its favor on Opposer’s claim of priority and likelihood of confusion and denying registration to U.S. Application Serial No. 87/863,113 (the “Application”). Opposer objects to Applicant’s MSJ to the extent that it seeks summary judgment on unpled counterclaims for cancellation based on priority and likelihood of confusion, abandonment and fraud. The Board should give no consideration to a motion for summary judgment on unpled claims and Applicant’s MSJ with respect to such unpled claims should be denied.

The Board has not granted Applicant’s motion to amend his pleading to assert counterclaims (Dkt. 26) (“Applicant’s Motion to Amend”), which Opposer has opposed in its entirety. For the reasons set forth by Opposer therein (Dkt. 33), Applicant’s request to add such counterclaims, which have no support in the record, should be denied with prejudice. In the event that the Board grants Applicant’s request to add the unpled counterclaims and considers Applicant’s MSJ with respect to such claims despite Opposer’s objection, Applicant’s MSJ should be denied at the very least because there are genuine issues of material fact that preclude judgment for Applicant on such claims.

I. HISTORY OF PROCEEDINGS

Applicant filed the Application on April 4, 2018 seeking to register a design mark depicting a jockey figure (the “Disputed Mark”). Opposer timely filed its Notice of Opposition in this proceeding on May 22, 2019, on the basis of, *inter alia*, priority and that the Disputed Mark is likely to confuse consumers and dilute

¹ Opposer submits the supporting declarations of Maureen Putlak (“Putlak Dec.”), Laetitia Lecigne (“Lec. Dec.”), Anne Arbas (“Arbas Dec.”) and Andrea Calvaruso (“Cal. Dec.”). The publicly filed version of Ms. Arbas’ declaration omits highly confidential information.

² A cross-motion is germane to the original motion and therefore timely when filed after the proceeding is suspended. *Nestle Co. v. Joyva Corp.*, 227 USPQ 477, 478 n.4 (TTAB 1985). The Interlocutory Attorney confirmed this procedural point in an email to the parties on September 29, 2020. Cal. Dec., ¶8, Ex. E.

the strength of Opposer’s famous Jockey Figure Marks (defined below). Applicant filed his Answer on June 28, 2019, denying Opposer’s allegations and asserting various affirmative defenses. Applicant did not assert any counterclaims. Discovery closed in this proceeding on January 27, 2020.

On March 11 and 12, 2020, the parties filed cross-motions to compel supplemental discovery responses and document productions. On July 31, 2020, the Board entered an order granting in part and denying in part both parties’ motions and allowing the parties thirty days to serve revised discovery responses and responsive documents in compliance with the order. Dkt. 23 (the “July 31 Order”). Applicant’s 30-day deadline to comply with the July 31 Order was August 31, 2020.³ The July 31 Order also dismissed all of Applicant’s defenses and allowed Applicant until August 31, 2020 “to submit . . . a sufficiently pleaded . . . counterclaim(s) for abandonment, failing which the proceeding will move forward solely on Opposer’s claims of likelihood of confusion, dilution, and claim preclusion.” Dkt. 23, at 11. On August 28, 2020, Applicant filed his Motion to Amend. His proposed Amended Answer and Counterclaims purport to allege (1) affirmative defenses of abandonment, equitable estoppel, fraud, and unclean hands, and (2) counterclaims for likelihood of confusion, abandonment and fraud. Dkt. 26. On September 17, Jockey opposed Applicant’s Motion to Amend in its entirety. Dkt. 31. Applicant’s Motion to Amend is pending before the Board.

On Friday, August 28, 2020, Applicant also served supplemental discovery responses and a supplemental document production that purported to comply with the July 31 Order (the “August 28 Response”). Cal. Dec., ¶2. After a meet-and-confer letter from Opposer regarding deficiencies in the August 28 Response, Applicant served further supplemented discovery and documents on September 3, 2020 (the “September 3 Response”). *Id.* ¶3. Based on remaining deficiencies in Applicant’s production after the September 3 Response, Opposer moved the Board for discovery sanctions precluding Applicant from relying at trial on any documents or information produced after August 31, 2020. Dkt. 28. Since the August 31 deadline set by the Board, Applicant has continued to disclose additional documents and witnesses he intends to rely upon at trial that were responsive to discovery requests yet never produced during the discovery

³ On August 28, 2020, upon motion by Opposer showing good cause, the Board extended Opposer’s time to comply with the July 31 Order until September 14, 2020. Dkt. 25.

period. Cal. Dec., ¶4. For the first time with his MSJ, Applicant disclosed *even more* new documents and witnesses in support of his claims that were never before disclosed. *Id.* On September 14, 2020, Opposer served supplemental discovery responses and a supplemental document production in compliance with the July 31 Order.⁴ *Id.* ¶5. On September 28, 2020, Applicant filed his MSJ.

II. COUNTER-STATEMENT OF UNDISPUTED MATERIAL FACTS

Applicant’s MSJ does not set forth a statement of undisputed materials facts and instead rehashes irrelevant arguments that have now been litigated at length in the parties’ prior motions. Opposer does not again address here Applicant’s unsubstantiated accusations that Opposer did not meet its discovery obligations or Applicant’s mischaracterization of the July 31 Order granting him permission to pursue an amended pleading. Instead, Opposer refers the Board to the parties’ fully briefed submissions in connection with the foregoing disputes (*see* Dkt. 26, 31, 38 (Motion to Amend); Dkt. 28, 29, 32 (Opposer’s Motion for Sanctions); Dkt. 30, 35, 36 (Applicant’s Motion for Sanctions)) and sets forth the following statement of undisputed material facts.

A. Opposer And Its Jockey Figure Marks

JOCKEY is one of the world’s most beloved and recognized brands. *See, e.g.*, Putlak Dec., ¶2. It exemplifies American ingenuity and endurance beginning with Opposer’s invention of the world’s first men’s underwear brief in 1934. *Id.* ¶2. Since at least as early as 1934, Opposer and its predecessors-in-interest have used the famous JOCKEY mark in U.S. commerce in connection with the promotion and sale of undergarments, apparel items, and related goods and services. *Id.* ¶4.

In 1940, Opposer introduced its first jockey figure mark, a pictorial representation of the figure of



a jockey: (the “1940 Full Boy”). *Id.* ¶5. Since then, Opposer has continued to use the 1940 Full Boy as a brand identifier and has also adopted and used modernized iterations of this jockey figure mark

⁴ On September 17, 2020, Applicant’s counsel requested additional information in response to Interrogatory No. 1, which Opposer provided in its Second Amended Interrogatory Responses on September 21, 2020. Cal. Dec., ¶5.

in U.S. commerce in connection with the promotion and sale of apparel, including underwear, shapewear, and intimates; sleepwear; loungewear; athleisure wear; active wear; socks; and related goods and services such as retail store services (collectively, “Opposer’s Products”). *Id.*

In 1960, Opposer began using a modernized version of the 1940 Full Boy mark that makes the same commercial impression as the 1940 version, and is the subject of incontestable U.S. Registration



No. 0,768,840: (the “1960 Full Boy”) and a cropped version of the same mark that is the subject



of incontestable U.S. Registration No. 0,711,570: (the “1960 Half Boy,” together with the 1960 Full Boy mark referred to as the “1960 Jockey Boy Designs”). *Id.* ¶10, 23, Ex. Q. These registrations are valid and subsisting. *Id.* Opposer has continuously used the 1960 Jockey Boy Designs since their first use, including in connection with products, product packaging, hang tags, advertisements, and office and store signage. *Id.* ¶11-15, Ex. G-L.

In or around 2010, Opposer decided to again refresh and modernize its iconic and well-known jockey figure icon. *Id.* ¶16. Opposer worked with a design agency to create an updated version of the



1960 Full Boy, which is the subject of incontestable U.S. Registration Nos. 4,471,345: (the “2011



Full Boy”) and 4,641,620: (the “2011 Full Boy + JOCKEY Mark,” together with the 2011 Full Boy referred to hereinafter as the “2011 Jockey Boy Designs”). *Id.* ¶16, 23, Ex. Q. These registrations are valid and subsisting. *Id.* The updated mark makes the same commercial impression as the 1960 Full Boy, yet incorporates smoother lines and design elements that also specifically evoke the original 1940 Full Boy, including an off-center stance and downward-pointing riding crop. *Id.* ¶16. The

2011 Full Boy design was finalized in 2011 and first used in commerce in 2012, and the 2011 Full Boy + JOCKEY Mark design was finalized in 2012 and first used in commerce in 2013. *Id.* ¶17. The 2011 Jockey Boy Designs have been used continuously since their first use until the present, including in connection with products, product packaging, hang tags, marketing and advertising materials, and office and store signage. *Id.* ¶17, 18.



The Jockey Seal: is the subject of valid and subsisting U.S. Registration No.

5,984,914. *Id.* ¶20, 23, Ex. Q. It is an update of a prior version of the seal that incorporated the 2011 Full



Boy Mark: In 2017, it was redesigned as part of a refresh of Opposer’s packaging and marketing for certain JOCKEY branded products. *Id.* The Jockey Seal was inspired by and based upon Jockey’s heritage and historical branding, with the goal of highlighting Jockey’s branding roots in a refreshed manner for new generations of customers. *Id.* The Jockey Seal incorporates a cropped version of the 1940 Full Boy into a circular motif that was inspired by Jockey’s iconic “Man on the Bag”



marketing image used by Opposer in the 1900s. *Id.* The Jockey Seal was first used in commerce in 2018 and has been used continuously since then, including in connection with product packaging, hang tags, and marketing and advertising materials. *Id.* ¶21. The 1940 Full Boy, 1960 Jockey Boy Designs, 2011 Jockey Boy Designs, and the Jockey Seal are collectively referred to herein as the “Jockey Figure Marks.”

Opposer has achieved significant U.S. sales of Opposer’s Products promoted or sold in connection with its Jockey Figure Marks. Arbas Dec., ¶3. Opposer’s Products are sold throughout the U.S., at Opposer’s own JOCKEY branded retail stores, its online e-commerce site located at

www.jockey.com, its direct-to-consumer catalog, as well as a variety of third-party retailers from department stores such as Nordstrom, Macy's, Kohl's, JC Penney, QVC, Dillard's, Von Maur, Belk, Fred Meyer, and Century 21, to big box stores such as Walmart and Target, as well as other brick-and-mortar and online retail stores that sell apparel. Putlak Dec, ¶24.

Opposer has invested substantial sums over the years to promote Opposer's Products. Arbas Dec, ¶7. Opposer has extensively promoted Opposer's Products through advertising that reaches nearly every segment of U.S. consumer, including through Internet websites, digital ads, social media sites including Facebook, Twitter, Instagram, YouTube, and Pinterest, regional and national print publications, and catalogs. Putlak Dec., ¶26. Jockey's advertising and promotional activities predominantly feature the Jockey Figure Marks. *Id.* The Jockey Figure Marks have been used over the years in advertising featuring athletes, actors and pop-culture personalities, including Olympic gold medalists, baseball legend Jim Palmer, Babe Ruth, Buzz Aldrin, General Patton, James Dean, and Will Ferrell, to name a few. *Id.* ¶27.

As a result of Jockey's extensive use and promotion of the Jockey Figure Marks in the U.S. for nearly 80 years in connection with its production of high quality goods that generate substantial sales, and extensive promotion and unsolicited media attention associated with the JOCKEY brand and related goods and services in the U.S., Opposer's Jockey Figure Marks have received national and worldwide notoriety and have become associated exclusively with Opposer (or an unidentified single source) by the general consuming public. *Id.* ¶25, 28, 29. The longstanding history of the JOCKEY brand, including the Jockey Figure Marks, are of great interest to the consuming public and have often been the subject of public interest articles. *Id.* ¶29. The Jockey Figure Marks are so recognizable and well-known to the U.S. consumer that a resale market exists for collectibles such as vintage statues of certain Jockey Figure Marks, and historical JOCKEY advertising. These items are often offered for sale and purchased in the U.S. by individual resellers, collectors, and enthusiasts through third party online retailers such as www.ebay.com, www.icollector.com, www.antiqueadvertising.com, and www.liveauctioners.com. *Id.*

The Board has previously held that Opposer's 1960 Jockey Boy Designs are famous trademarks within the field of clothing. *See Jockey Int'l, Inc. v. Butler*, 3 USPQ2d 1607, 1611-12 (TTAB 1987)

(concluding that “JOCKEY word and design marks” including Reg. No. 0711570 and Reg. No. 0768840 are “arbitrary in nature” and “famous trademarks in the field of clothing.”). Opposer’s continued use and promotion of these marks since then has surely only bolstered the fame of the mark.

B. Applicant And Applicant’s Purported Marks

On April 4, 2018, long after Opposer’s first use of the Jockey Figure Marks, Applicant filed his



Application to register the Disputed Mark: in connection with hats, hoodies, jackets, long-sleeved shirts, shoes and t-shirts in Class 25 based upon an alleged use of the mark since August 1, 2006 that is not supported by the record evidence. Applicant’s MSJ seeks judgment in his favor with respect to additional designs based upon alleged common law rights in marks which have not been pled and which were never the subject of discovery in this proceeding.⁵ Opposer objects to the Board’s consideration of



Applicant’s MSJ with respect to these unpled designs: (the “Stars Marks”)



and: (“Applicant’s Black Jockey Mark,” referred to together with the Disputed Mark and the Stars Marks as “Applicant’s Purported Marks”).

Opposer has no business relationship with Applicant and has never authorized or otherwise granted Applicant permission to use the Jockey Figure Marks or any similar mark. Putlak Dec., ¶30.

⁵ This position is particularly egregious because Applicant resisted Opposer’s Discovery Requests seeking information regarding any trademarks he claimed to own in addition to the Disputed Mark, and the Board denied Opposer’s motion to compel such information. July 31 Order at 40-41.

III. ARGUMENT

Summary judgment is appropriate where “no genuine issue of material fact remains and more evidence than is already available in connection with the summary judgment motion could not reasonably be expected to change the result.” *John W. Carson Found. v. Toilets.com, Inc.*, 94 USPQ2d 1942, 1945 (TTAB 2010). To defeat the motion, the nonmoving party may not rely on “mere allegations of its pleadings and assertions of counsel, but must designate specific portions of the record or produce additional evidence showing the existence of a genuine issue of material fact for trial.” *Id.* “To establish [a genuine] factual dispute, the nonmoving party need only present evidence from which a jury might return a verdict in its favor.” *Olde Tyme Foods, Inc. v. Roundy’s, Inc.*, 961 F.2d 200 (Fed. Cir. 1992).

Here, the evidence in the record on the pled claims demonstrates as a matter of law that Opposer has priority of rights and is therefore entitled to summary judgment on its claim for priority and likelihood of confusion. The record evidence also shows that at least there remain genuine issues of material fact that preclude dismissal of Opposer’s claim for dilution.

Opposer objects to Applicant’s MSJ with respect to counterclaims to cancel Opposer’s registrations because Applicant has not pled any counterclaims. Such unpled claims are not properly subject to a motion for summary judgment. *Omega SA (Omega AG) (Omega Ltd.) v. Alpha Phi Omega*, 118 USPQ2d 1289, 1291 n.2 (TTAB 2016) (refusing to consider unpled defense raised on motion for summary judgment). Opposer has opposed Applicant’s Motion to Amend, which is pending before the Board. For all of the reasons set forth by Opposer therein, including futility, Applicant should not be allowed to add counterclaims or new defenses. Applicant’s MSJ on any counterclaim in his proposed amended pleading is improper, moot and/or premature and should be denied. Should the Board allow Applicant to add counterclaims for likelihood of confusion, abandonment and/or fraud, and thereafter consider Applicant’s MSJ with respect to such claims despite Opposer’s objection, the record evidence demonstrates there are at least genuine issues of material fact precluding judgment for Applicant.

A. Applicant Is Not Entitled To Summary Judgment On Opposer’s Claim for Dilution

Applicant’s MSJ on Opposer’s dilution claim should be denied at the least because the evidence in the record demonstrates a genuine question of material fact regarding the claim. In order to prevail on a dilution claim, a party must show that: (1) it owns a famous mark that is distinctive; (2) defendant is using the mark in commerce; (3) defendant’s use of its mark began after the plaintiff’s mark became famous; and (4) defendant’s use of its mark is likely to cause dilution by blurring or by tarnishment. *Coach Servs., Inc. v. Triumph Learning LLC*, 101 USPQ2d 1713, 1723-24 (Fed. Cir. 2012). Here, the record shows that Jockey has met its burden or, at worst, that there remains a genuine dispute as to the fame of Opposer’s Jockey Figure Marks and the likelihood of dilution. Thus, Applicant’s MSJ must be denied.

In the case of a use-based application, like the one at issue here, an owner of an allegedly famous mark “must establish that its mark became famous prior to any established, continuous use of the defendant’s involved mark as a trademark or trade name.” *Omega*, 118 USPQ2d at 1295-96. Thus, to prevail on its dilution claim, Opposer must establish that any of its Jockey Figure Marks “became famous prior to Applicant’s first use in commerce” of the Disputed Mark. *Id.* at 1295. The record evidence demonstrates that the Jockey Figure Marks were used in the United States for decades prior to the earliest alleged first use date of the Disputed Mark by Applicant. Indeed, prior to Applicant’s earliest alleged first use date in 2006, Opposer had generated substantial sales of Opposer’s Products and expended substantial sums in advertising and promotional expenditures, further increasing consumer recognition of the Jockey Figure Marks. Putlak Dec., ¶25, 28; Arbas Dec., ¶4-5, 7. Ex. B. Prior to Applicant’s alleged first use date, Opposer’s Products that were promoted and sold in connection with the Jockey Figure Marks received widespread media attention, Opposer promoted and sold a wide variety of goods branded with the Jockey Figure Marks nationwide, and the Jockey Figure Marks had been recognized as a famous and well-known brand by the media and this Board. Putlak Dec., ¶29; *Jockey*, 3 USPQ2d at 1611-12.

This evidence of fame is commensurate with the evidence that has supported findings of fame for purposes of dilution in cases decided by the Board. *See, e.g., N.Y. Yankees P’ship v. IET Prods. & Servs., Inc.*, 114 USPQ2d 1497 (TTAB 2015) (New York Yankees logo famous for dilution purposes where

there was “substantial evidence relating to the . . . duration, extent, and geographic reach of advertising and publicity of the mark, and the amount, volume and geographic extent of sales and goods or services offered under the mark”); *Nike, Inc. v. Maher*, 100 USPQ2d 1018 (TTAB 2011) (JUST DO IT mark famous where there was extensive third party recognition of the mark, significant advertising spend, and sales of a variety of products).

Applicant’s argument that the 1960 Half Boy has acquired only “niche fame,” which is insufficient to support fame for dilution purposes, is misguided. MSJ at 5. Applicant alleges that Opposer’s deletion of particular goods from its trademark registration for the 1960 Half Boy demonstrates that any fame of the mark is only with respect to the “niche” of men’s and boys’ underwear. *Id.* This argument completely misstates the concept of “niche fame” in the dilution analysis. As is evident from the cases cited by Applicant, “niche fame” does *not* stand for the proposition that fame is not possible when a mark is used only for particular categories of goods, but rather that fame only within “a specific geographic area or among a particular subset of consumers” is not sufficient for a dilution claim. *Dille Family Tr. v. Nowlan Family Tr.*, 276 F.Supp.3d 412, 435 (E.D. Pa. 2017); *Water Pik, Inc. v. Med-Systems, Inc.*, 848 F. Supp. 2d 1262, 1282 (D. Colo. 2012) (niche fame in sinus irrigation market not sufficient). Indeed the legal concept of dilution recognizes that the strength of a famous mark may be diluted by use of a similar mark for goods that are not competitive with the trademark owner’s goods. 4 McCarthy on Trademarks & Unfair Competition § 24:69 (5th ed.) (hereinafter, “McCarthy”).

Here, the record demonstrates that the Jockey Figure Marks are “widely recognized by the general consuming public of the United States as a designation of source of the goods or services of the mark’s owner,” and are therefore famous as a matter of law. 15 U.S.C. § 1125(c)(2)(A). *See* Putlak Dec., ¶2-3. A comparison of the Disputed Mark with the 1940 Full Boy, 1960 Full Boy and 2011 Full Boy marks (*see infra*, p. 12) demonstrates that it is so similar that unauthorized use by Applicant is likely to dilute the strength of Opposer’s Jockey Figure Marks. In fact, Applicant admits that the 2011 Full Boy makes the same commercial impression as the Disputed Mark. MSJ at 9. At the very least, there remain genuine issues of material fact as to Opposer’s dilution claim.

B. Opposer Should be Granted Summary Judgment a Matter of Law

The uncontroverted facts in the record establish that Opposer is entitled to summary judgment because there is a likelihood that Applicant's use and registration of the Disputed Mark is likely to cause consumer confusion given Opposer's prior use and registration of the Jockey Figure Marks.

1. Opposer Has Standing and Priority as a Matter of Law

Opposer unquestionably has standing in this proceeding because it has a "real interest" in the proceeding and a "reasonable basis" for its belief that it would suffer damage if the Disputed Mark is registered. Opposer has asserted, *inter alia*, likelihood of confusion with its well-pleaded registered Jockey Figure Marks and submitted printouts from the USPTO's TSDR electronic database for its pleaded registrations. *See Cunningham v. Laser Golf Corp.*, 222 F.3d 943, 55 USPQ2d 1842, 1844 (Fed. Cir. 2000); Putlak Dec. ¶23, Ex. Q.

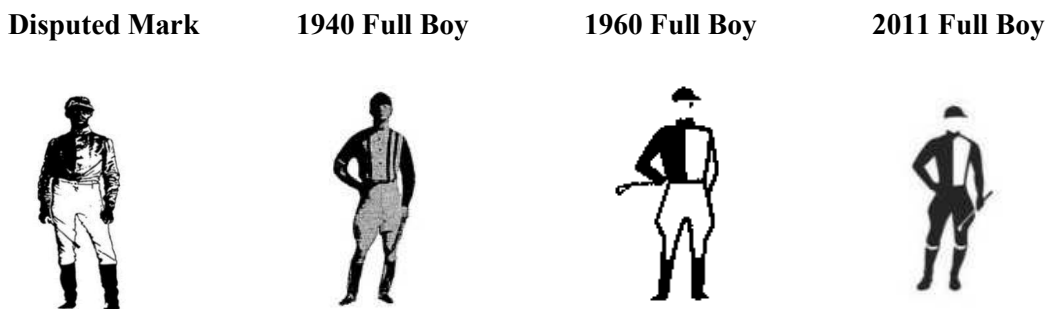
It is undisputed that Opposer owns valid and subsisting registrations for the 1960 Jockey Boy Designs, 2011 Jockey Boy Designs, and the Jockey Seal (collectively, "Opposer's Registered Marks"). Opposer has pled and proven its ownership of these valid and subsisting trademark registrations for purposes of this cross-motion for summary judgment via submission of printouts from the TSDR database. *Id.* Applicant has pled no counterclaims to cancel these well-pled registrations,⁶ which each unquestionably have a priority date that precedes the date that Applicant filed his Application. Under the circumstances, priority is not at issue for the pled claims and Opposer has priority as a matter of law. 37 CFR § 2.106(3); *Fort James Operating Co. v. Royal Paper Converting, Inc.*, 83 USPQ2d 1624, 1626 n.1 (TTAB 2007); *L'Oreal S.A. v. Marcon*, 102 USPQ2d 1434, 1436 n.7 (TTAB 2012).

2. The Record Demonstrates a Likelihood of Confusion as a Matter of Law

As priority is not at issue with respect to the well pled claims in the record, the Board need only determine whether the Disputed Mark so resembles any of Opposer's registered Jockey Figure Marks that

⁶ For the reasons set forth in Opposer's opposition to Applicant's Motion to Amend, Applicant's motion to add counterclaims should be denied as futile and prejudicial. Dkt. 31, at 6-19.

it is likely to cause confusion as to the source of those goods, or imply an affiliation with Opposer.⁷ A comparison of the Disputed Mark with Opposer’s Registered Marks demonstrates that they are confusingly similar in overall appearance and commercial impression. *Den-Mat Corp. v. Block Drug Co., Inc.*, 17 USPQ2d 1318, 1318-19 (Fed. Cir. 1990). The Disputed Mark is strikingly similar in appearance and commercial impression to Opposer’s 1960 Full Boy and 2011 Full Boy, which are the subject of well pled and valid registrations owned by Opposer, as well as the original unregistered 1940 Full Boy (from which these marks are derived, and which remains associated with the JOCKEY brand):



This is particularly true when the marks are considered, as they must be, “in their entireties, and that the commercial impression is derived from the mark as a whole, and not from their elements separated and considered in detail.” *H. Sichel Sohne, GmbH v. Michel Monzain Selected Wines, Inc.*, 202 USPQ 62, 65 (TTAB 1979). “[M]arks must be considered in light of the fallibility of memory and not on the basis of side-by-side comparison.” *In re St. Helena Hosp.*, 774 F.3d 747, 751 (Fed. Cir. 2014). *See also Coach Servs.*, 668 F.3d at 1368. Applicant seeks to register the Disputed Mark for apparel items which are the same or related to the apparel items that are the subject of Opposer’s Registered Marks, including the registrations for the 1960 Full Boy and 2011 Full Boy. The goods need not be identical or even

⁷ The test to determine whether a likelihood of confusion exists has been set forth in *In re E.I. Du Pont*, 177 USPQ 563 (CCPA 1973). The *Du Pont* decision set forth thirteen factors to be considered when relevant. The factors most relevant to the Board’s determination in the instant case are: (i) the similarity or dissimilarity of the marks in their entireties as to appearance, sound, connotation and commercial impression; (ii) the similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use; (iii) the similarity or dissimilarity of established, likely-to-continue trade channels; (iv) the fame of the prior mark; (v) the variety of goods on which a mark is used or is not used; and (vi) other established facts probative of effect of use. *Id.* at 567. The Board need not consider each and every *Du Pont* factor. *See Han Beauty, Inc. v. Alberto-Culver Co.*, 57 USPQ2d 1557, 1559 (Fed. Cir. 2001).

competitive to support a finding of likelihood of confusion. *See In re Melville Corp.*, 18 USPQ2d 1386 (TTAB 1991). It is sufficient for a likelihood of confusion that goods are related in some manner. *Id.* *See also, e.g., In re Ithaca Indus., Inc.*, 230 USPQ 702 (TTAB 1986) (men's and boys' undergarments are closely related to various clothing items). Neither the Application nor the registrations for Opposer's Registered Marks limit the channels of trade or customers. It must therefore be presumed that Applicant and Opposer may provide their products or services to all types of consumers without limitation, particularly where the goods are in the same category. *See Den-Mat*, 17 USPQ at 1319-20; *CBS, Inc. v. Morrow*, 218 USPQ 198, 199 (Fed. Cir. 1983). Accordingly, the channels of trade should be considered the same for purposes of the likelihood of confusion analysis.

In addition to the foregoing factors, a bad faith adoption of senior user's trademark "with the intention of capitalizing on plaintiff's reputation and goodwill" "raises the presumption of likelihood of confusion." *Gucci Am. v. Gucci*, 2009 WL 8531026, at *19 (SDNY 2009). "Bad faith can be demonstrated through a showing of actual or constructive knowledge of the prior user's mark." *Id.* Opposer's registrations for the Jockey Figure Marks on the Principal Register constitute constructive notice to Applicant long prior to Applicant's alleged adoption of the Disputed Mark. 15 U.S.C. § 1072. Moreover, given the fame and extensive use of the Jockey Figure Marks in the United States, it is simply not credible that Applicant was not aware of the Jockey Figure Marks prior to the time that Jockey first opposed his use of a prior jockey figure mark.

In fact, Applicant concedes that Jockey's 2011 Full Boy, which is the legal equivalent of the 1960 Full Boy and is the subject of a registration that cannot be cancelled on the basis of priority and likelihood of confusion (*see infra*, p. 14), creates the same commercial impression when applied to clothing. MSJ at 9. For all of the foregoing reasons, Opposer is entitled to judgment as a matter of law that the Disputed Mark is likely to cause confusion with one or more of Opposer's Jockey Figure Marks, and at the least with respect to Opposer's 2011 Full Boy mark, as conceded by Applicant.

C. Applicant's MSJ Regarding Unpled Counterclaims Should Be Denied as Improper

The Board should not consider a motion for summary judgment with respect to claims that have not been pled and are therefore not part of this proceeding. TBMP § 528.07; *Genesco, Inc. v. Levi Strauss & Co.*, 219 USPQ 1205, 1207 n.3 (TTAB 1983) (refusing to consider arguments and evidence presented in support of unpled claim). Opposer objects to Applicant's MSJ with respect to counterclaims to cancel Opposer's registrations because Applicant has not pled any counterclaims. Jockey has opposed Applicant's Motion to Amend in its entirety, which is pending before the Board. For all of the reasons set forth in Jockey's opposition to Applicant's Motion to Amend, including prejudice and futility, Applicant should not be allowed to add counterclaims or new defenses. Dkt. 31. Applicant's MSJ on any counterclaim in his proposed amended pleading is moot and/or premature and should likewise be dismissed with prejudice. In the event that the Board allows Applicant to add counterclaims and thereafter considers Applicant's MSJ with respect to such claims despite Opposer's objection, that there are genuine issues of material fact that preclude judgment in Applicant's favor.

1. Applicant's Counterclaim To Cancel Reg. No. 4,471,345 Fails As A Matter Of Law

The registration for Jockey's 2011 Full Boy (Reg. No. 4,471,345) is valid and subsisting and issued on Jan. 21, 2014, more than five years prior to the date that Opposer filed this opposition proceeding on May 22, 2019. Putlak Dec., ¶23, Ex. Q. As a matter of law, Applicant cannot state a claim for cancellation of this registration based on likelihood of confusion. *See* 3 McCarthy § 20:55 ("If the challenged registration is more than five years old, a cancellation count based on likelihood of confusion under § 2(d) will be dismissed for failure to state a claim."); TBMP § 307.02. Accordingly, as to U.S. Registration Number 4,471,345, to the extent that the Board considers Applicant's proposed counterclaim despite Opposer's objection, it should be denied as a matter of law.

2. Applicant's Claim for Summary Judgment on Likelihood of Confusion Fails

a. Applicant Cannot Prove Abandonment of 1960 Jockey Boy Designs

Should the Board permit Applicant's amended counterclaims for cancellation based on priority and likelihood of confusion and consider Applicant's MSJ on these claims despite Opposer's objection,

the undisputed record demonstrates that Opposer has priority over Applicant and is entitled to judgment as a matter of law. As stated in Applicant’s MSJ, “[t]o establish priority on a likelihood of confusion ground brought under Trademark Act Section 2(d), a party must prove that, vis-à-vis the other party, it owns either a registration or a mark ‘previously used in the United States . . . and not abandoned’” MSJ at 4 (quoting 15 U.S.C. § 1052 (emphasis omitted)). It is undisputed that Opposer owns valid and subsisting federal registrations in the 1960 Jockey Boy Designs, the 2011 Jockey Boy Designs, and the Jockey Seal. The 2011 Jockey Boy Designs make the same, continuing commercial impression as the 1960 Jockey Boy Designs⁸ and therefore are entitled to tack on to the priority dates associated with the earlier marks, which unquestionably predate any first use date alleged by Applicant. *See e.g. Jack Wolfskin Ausurustung Fur Draussen GmbH & Co. KGAA v. New Millennium Sports, S.L.U.*, 116 USPQ2d 1129 (Fed. Cir. 2015) (no abandonment where registrant continued to use a modernized variant of the original mark that “create[s] the same, continuing commercial impression”).

Nevertheless, Applicant claims priority of rights based upon his allegation that Opposer abandoned its use of the 1960 Jockey Boy Designs prior to Applicant’s alleged first use on August 1, 2006 and, as a result, Opposer’s use of the 2011 Jockey Boy Designs and the Jockey Seal cannot benefit from the priority established by its 1960 Jockey Boy Designs.⁹ MSJ at 4. Applicant’s argument fails because: (1) he has not made a *prima facie* showing that Opposer abandoned the 1960 Jockey Boy Designs; and (2) the record demonstrates that Opposer has continuously used the Jockey Figure Marks, including the 1960 Jockey Boy Designs, since well prior to Applicant’s alleged first use date.

It is Applicant’s burden to establish a *prima facie* case of abandonment. Under Section 45 of the Trademark Act, a mark shall be deemed to be abandoned “[w]hen its use has been discontinued with no intent to resume such use.” Nonuse of a mark for abandonment purposes means “no bona fide use of the mark made in the ordinary course of trade.” *Double Coin Holdings Ltd. v. Tru Dev. Corp.*, No. 92063808,

⁸ *See* comparison *supra*, p. 12.

⁹ Applicant concedes that absent abandonment of the 1960 Jockey Boy Designs, the 2011 Jockey Boy Designs enjoy the benefit of the priority of the 1960 Jockey Boy Designs. Regardless, the 2011 Full Boy is the subject of a registration more than five years old that cannot be challenged based upon a claim of likelihood of confusion.

2019 WL 4877349, at *14 (TTAB 2019). A party seeking cancellation of a registered mark must prove by preponderance of the evidence both nonuse and the intent not to resume use. *Id.* at *6. Proof of a three-year period of nonuse can raise a statutory presumption of abandonment. *Id.*

Here, Applicant purports to rely on the statutory presumption of abandonment that arises after a three-year period of nonuse to support his claim that Opposer abandoned the 1960 Jockey Boy Designs. MSJ at 4. Applicant has offered *no proof* of three years of consecutive non-use, and his own admissions belie this claim. Applicant’s MSJ concedes that Opposer used the 1960 Jockey Boy Designs at least in 2004 and 2006, which is squarely within three years of Applicant’s alleged first use date of August 1, 2006.¹⁰ Thus, by Applicant’s own admission, the statutory presumption of abandonment does not arise in this case and Applicant must prove Opposer’s nonuse coupled with an intent not to resume use. Applicant has not done so, nor can he given the evidence in the record.

Without the support of any admissible evidence, Applicant argues that Opposer did not use the 1960 Half Boy from 2007 through 2015 and did not use the 1960 Full Boy from 2005 through 2015. MSJ at 4. Applicant merely claims that “[t]he record is completely devoid of any evidence of Jockey’s marks used after 2006 (Half Jockey) and 2004 (1960 Full Figure) with the exception of some evidence of resurrected use occurring in or around 2016 or 2017.” *Id.* Applicant’s argument that Opposer has not “come forward with ‘evidence that the [the 1960 Jockey Boy Designs were not used between 2005 and 2015] . . . miss[es] the point that it is [Applicant] that has the initial burden of establishing a *prima facie* case of abandonment. In other words, if [Applicant] cannot make such a showing, [Opposer] need not come forward with any evidence because [its] registration is presumed valid.” *My Organic Zone v. Shawgo*, No. 92068377, 2020 WL 1864955, at *6 (TTAB Apr. 10, 2020). Applicant’s reliance on *Celotex Corp. v. Catrett*, 477 U.S. 317, 323-24 (1986), for the proposition that he is entitled to summary judgment if he shows “an absence of evidence to support” Opposer’s case (MSJ at 3), is misplaced. If

¹⁰ Cases Applicant cites, where the mark at issue had been abandoned more than three years prior to the senior user’s adoption of the mark, are inapposite. See *George & Co. LLC v. Imagination Ent. Ltd.*, 575 F.3d 383, 400 (4th Cir. 2009) (14 years); *Specht v. Google Inc.*, 747 F.3d 929 (7th Cir. 2014) (5 years).

they are allowed to be pled, Applicant must prove his counterclaims for cancellation, including as to abandonment. Thus, Applicant must “make a *prima facie* showing that [he] is entitled to summary judgment” through “credible evidence . . . that would entitle [him] to a direct verdict if not controverted at trial.” *Id.* at 330. Applicant has not met his initial burden to make a *prima facie* showing of abandonment. Applicant has not even sufficiently pled a claim for abandonment in his proposed amended pleading (Dkt. 31, at 11-15). Thus, Opposer need not demonstrate that it did not abandon its Jockey Figure Marks.

In any event, the undisputed evidence in the record demonstrates that Opposer has continuously used the Jockey Figure Marks years prior to Applicant’s first use until the present, including use of the 1960 Jockey Boy Designs during the 2005-2015 period. Since introducing the 1940 Full Boy, Opposer has continuously used its iconic Jockey Figure Marks in connection with the promotion and sale of Opposer’s Products. Putlak Dec., ¶¶6, 11, 17, 21. The 1940 Full Boy is still associated with the JOCKEY brand today. *Id.* ¶¶5-9. Over the years, while Opposer has used modernized versions of the jockey figure, each creates the same, continuing commercial impression. For example, in 1960, Opposer began using the 1960 Jockey Boy Designs, which were modernized versions of the original 1940 Full Boy. *Id.* ¶10. The Jockey Figure depicted in the 1960 Jockey Boy Designs was updated to reflect a more contemporary aesthetic of the Jockey Figure that had been used continuously since 1940. The updated marks are drawn in a style that was popular at the time, which included a boxier appearance and starker contrast though the use of sharp sketch lines and distinct colored shapes, yet still made the same commercial impression as the 1940 Full Boy. In 2010, Opposer again designed a modernized version of the 1960 Full Boy to be incorporated into the 2011 Jockey Boy Designs. *Id.* ¶16. The updated mark makes the same commercial impression as the 1960 Full Boy, yet incorporates smoother lines and design elements that also specifically evoke the original 1940 Full Boy, including an off-center stance and downward-pointing riding crop. *Id.* The Jockey Seal, which first incorporated the 2011 Full Boy, was later updated to include a modernized version of the 1940 Full Boy, shown in a cropped format.¹¹ *Id.* ¶20.

¹¹ The uncontroverted evidence demonstrates that the 2011 Jockey Boy and Jockey Seal were derived from Opposer’s heritage marks which have been used since the 1940s. Putlak Dec., ¶16, 20. There is no merit to

These stylistic changes that Opposer has made to the jockey figure over time do not alter the continuing commercial impression of the Jockey Figure Marks.¹² A consumer exposed to each of Opposer’s 2011 Jockey Boy Designs or the Jockey Seal would “be likely to accept it as the same [jockey figure design] . . . or modernization thereof.”¹³ *In re Flex-O-Glass, Inc.*, 194 USPQ 203, 205-06 (TTAB 1977) (“In other words, the marks are, in effect, and would be recognized as one and the same mark.”); *see also, e.g., Jack Wolfskin*, 116 USPQ2d at 1133 (no abandonment where registrant continued to use a modernized variant of the original mark that “create[s] the same, continuing commercial impression”); *Paris Glove of Canada, Ltd. v. SBC/Sporto Corp.*, 84 USPQ2d 1856 (TTAB 2007), *abrogated on other grounds, Safer, Inc. v. OMS Investments, Inc.*, 94 USPQ2d 1031 (TTAB 2010).

The record evidence demonstrates that Opposer has continuously used the Jockey Figure Marks, including the 1960 Jockey Boy Designs (and the legally equivalent 2011 Full Boy) in the years 2004-2015, in connection with the promotion and sale of Opposer’s Products. For example, Opposer’s “Classics” line of men’s underwear tops and bottoms has continuously been promoted and sold in connection with the Jockey Figure Marks since at least 2004 through the present. Lec. Dec., ¶2-3. Since at least 2004 and until 2012, Opposer’s “Classics” men’s product packaging was sold bearing the 1960 Jockey Boy Designs. *Id.* ¶2, 4-5. Starting in 2012, Opposer’s “Classics” men’s product packaging was sold bearing the 2011 Full Boy. *Id.* ¶6. Thus, since at least 2004 through the present, the “Classics” men’s line – a core product offering that comprises a significant portion of Opposer’s sales – has been promoted and sold bearing the Jockey Figure Marks. *Id.*; *see also* Arbas Dec., ¶5-6.

Moreover, Jockey’s practice is to continue use of its beloved heritage Jockey Figure Marks to promote and sell its goods and services even after its adoption of modernized versions of the marks. Putlak Dec., ¶2. As the record reflects, Opposer has continued to utilize the 1940 Full Boy and 1960 Jockey Boy Marks to this day. *Id.* ¶6-13.

Applicant’s claims that such marks were adopted in bad faith. (MSJ at 10-11.) In fact, it is Applicant who adopted a mark that mimicked the longstanding Jockey Figure Marks at his own peril.

¹² *See* comparison *supra*, p. 12.

¹³ Likewise, the 1960 Full Boy and 2011 Full Boy are merely modernizations of the original 1940 Full Boy.

b. **Applicant Has Not Proven Prior Use of Applicant's Purported Marks**

For all of the reasons set forth above, Applicant has not, and cannot, prove that Opposer abandoned use of any of its Jockey Figure Marks and Opposer unquestionably has priority of use with respect to its Jockey Figure Marks prior to any first use date alleged by Applicant. In addition, if considered by the Board over Opposer's objection, Applicant's unpled counterclaims for priority and likelihood of confusion fail because he cannot make the threshold showing that he has a protectable ownership interest in Applicant's Purported Marks. To vest the owner of a putative trademark with rights in the mark, the owner must prove both that it has priority of use and that its mark is inherently distinctive or that it has acquired secondary meaning. 2 McCarthy § 16:1. Applicant has not met this threshold showing. Applicant does not submit evidence sufficient to demonstrate that he has acquired trademark rights in any of Applicant's Purported Marks, which appear to be used purely in an ornamental fashion as decoration for various clothing items.¹⁴ *In re Dimitri's Inc.*, 9 USPQ2d 1666 (TTAB 1988) (holding that the large size, location, dominance, and significance of the alleged mark as applied to the goods meant the mark served merely an ornamental feature and did not function as a trademark). Nor has Applicant submitted any evidence to demonstrate that consumers associate any of Applicant's Purported Marks with Applicant or any single source. *See* 2 McCarthy § 16:1.

To support a claim for priority of trademark rights, an applicant must prove it has made bona fide commercial use of its marks. *Automedx, Inc. v. Artivent Corp.*, 95 USPQ2d 1976 (TTAB 2010). Applicant has failed to meet this burden. He argues that he has demonstrated "established use dates" in 2006 for his Purported Marks that "clearly establish[] his priority" over the 2011 Jockey Boy Designs and the Jockey Seal. MSJ at 3. There is no credible or admissible evidence in the record to support this claim. Applicant relies solely on his own declaration, inadmissible exhibits purporting to show sales and store layout information, declarations of his associates Cortez Waters and Robert C. Hayes, and declarations of some individuals who allege to have purchased a few of Applicant's products. MSJ at 3-4.

¹⁴ *See* n.20, *infra* p. 23.

Applicant's declaration claims that he has continuously sold "Black Jockey Clothing products" since 2006 through 2019. Cooper Dec., ¶ 7. Applicant does not define "Black Jockey Clothing products" or specify which such products, if any, were sold in connection with any of Applicant's Purported Marks. Applicant states that "Black Jockey Clothing products are sold with hang tags" and refers to an exhibit purporting to show two different hang tags. *Id.* ¶ 8 & Ex. H. One of the hang tags bears a multitude of images including one of the "Stars Designs" and a crest design that is not among Applicant's Purported Marks. MSJ, Ex. H. The other hang tag also does not demonstrate use of the Disputed Mark or any other unpled Purported Mark. Instead, it depicts a composite design mark that includes the Disputed Mark together with a number of other design elements, including text above and below and other logos, all



contained within a stylized border: *Id.* Applicant does not identify which, if any, products were sold bearing these hang tags or when each of such hang tags was purportedly used.¹⁵ Such allegations are also of dubious credibility given that neither hang tag was submitted as a specimen in support of Applicant's use-based application to register the Disputed Mark,¹⁶ and neither was ever produced to Opposer during discovery. Indeed, the hang tag pictured above was revealed for the first time as an exhibit to Applicant's MSJ. Cal. Dec., ¶ 4, Ex. B. Moreover, both of these hang tags were first disclosed after the deadline set by the July 31 Order and are subject to Opposer's motion for sanctions seeking their preclusion at trial. Dkt. 28, at 7-8. Applicant's MSJ also includes a hand drawn image (presumably from Applicant's memory for the purpose of this proceeding) of what purports to be the layout of Applicant's store where he claims to have sold unspecified items of "Black Jockey Clothing

¹⁵ Annotations made on an Exhibit to Applicant's MSJ by his attorney purporting to show dates of use of each hang tag (MSJ, Ex. H) do not constitute admissible evidence. Likewise, documents created by counsel (MSJ, Exs. C & G) are inadmissible evidence. *See* TBMP § 704.06(b); *Enzo Biochem, Inc. v. Gen-Probe Inc.*, 76 USPQ2d 1616, 1622 (Fed. Cir. 2005) ("Attorney argument is no substitute for evidence.").

¹⁶ *See* Application file, which is part of the evidentiary record for summary judgment. TBMP § 528.05(a)(1).

products” including alleged displays he claims featured the Disputed Mark in connection with such products. Cal. Dec., ¶ 4, Ex. B. As this document is proffered for the truth of the matter asserted, namely that the Disputed Mark was used in connection with store displays in a particular timeframe, it constitutes inadmissible hearsay that cannot form a basis for summary judgment. Fed. R. Evid. 801. Moreover, this document was not kept in the ordinary course of business and was not created contemporaneously, and thus does not qualify for a business record or other hearsay exception. Fed. R. Evid. 803(6).

Applicant also purports to rely on three spreadsheets to demonstrate his sales of “Black Jockey Clothing products” since 2006, none of which constitute admissible evidence. Cooper Dec., ¶7, Ex. B-001-B-003. The first purports to show sales between the years 2006 and 2010. MSJ, Ex. B-002. This spreadsheet would not be admissible at trial and therefore should not be considered by the Board. *See* TBMP 528.05(a)(1), n.10 (Fed. R. Civ. P. 56(c)(2) “provides that a party may object that material cited to support or dispute a fact cannot be presented in a form that would be admissible in evidence.”); *see also* TBMP 528.05(b) (“An affidavit or declaration used to support or oppose a motion must be made on personal knowledge, *set out facts that would be admissible in evidence*, and show that the affiant or declarant is competent to testify on the matters stated.” (citing Fed. R. Civ. P. 56(c)(4) (emphasis added))). This spreadsheet is being offered for the truth of the matter asserted (that Applicant sold “Black Jockey Clothing products” in 2006-2010) and does not qualify for the business records exception because it was admittedly reconstructed recently “from memory” for purposes of this litigation and without reference to any contemporaneous business records that were recorded at or near the time of the sales.¹⁷ Fed. R. Evid. 801; Fed. R. Evid. 803(6). Applicant’s second and third spreadsheets purport to show Applicant’s sales from 2015-2019 (MSJ, Ex. B-003) and cumulative sales from 2006 and through 2019 (MSJ, Ex. B-001).¹⁸ Applicant provides no foundation for these documents. It is unclear where, how or by whom these records were created. As such, these spreadsheets would likewise be inadmissible at trial and should be given no

¹⁷ *See* Dkt. 19, at 2 n.1 & 2; Cal. Dec., ¶7, Ex. D, Response to No. 5.

¹⁸ The accuracy of these spreadsheets is also questionable because the total sales reported for the years 2015 through 2019 attached to Applicant’s brief as Ex. B-001 are inconsistent with the sales for the same years reported in the sales record attached as Ex. B-003.

consideration. Even if the list of sales from 2011-2019 can be authenticated and satisfy the business records exception to hearsay, it does not demonstrate Applicant's bona fide use of Applicant's Purported Marks in 2006 or at any time prior to Opposer's first use of the Jockey Figure Marks, including the 2011 Jockey Boy Designs.

Applicant fails to submit evidence identifying which, if any, of the products listed on these sales spreadsheets were offered or sold in connection with Applicant's Purported Marks, or the nature of such use. Moreover, even if these spreadsheets were admissible evidence, the sales alleged therein are *de minimis* and demonstrate that Applicant did not make bona fide use of Applicant's Purported Marks in 2006 or at any time prior to Opposer's use of its 2011 Jockey Boy Designs or Jockey Seal. "Trademark rights are not created by sporadic, casual and nominal shipments of goods bearing a mark. There must be a trade in the goods sold under the mark or at least an active and public attempt to establish such a trade. Absent these elements, no trademark can be created or exist." *La Societe Anonyme des Parfums le Galion v. Patou, Inc.*, 181 USPQ 545, 550 (2d Cir. 1974); *see also Paramount Pictures Corp. v. White*, 31 USPQ2d 1768 (TTAB 1994) (annual sale or distribution of 20-30 units of board game is not bona fide use); *Proctor & Gamble Co. v. Johnson & Johnson, Inc.*, 485 F. Supp. 1185 (SDNY 1979) (50 cases of tampons per year for nine to twelve years not bona fide use).

Here, Applicant's alleged sales records purport total sales of less than [REDACTED] units per year from 2006-2010 (identified as "T-shirts," "hoodies," and "long sleeves"). MSJ, Ex. B-002. Similarly, in 2011-2014, Applicant's purported sales records allege Applicant's total sales of only: [REDACTED] in 2011; [REDACTED] in 2012; [REDACTED] in 2013 and [REDACTED] in 2014. MSJ Ex. B-001. Such *de minimis* sales fail to constitute bona fide trademark usage and therefore do not establish Applicant's priority of use.¹⁹ The declarations of

¹⁹ Applicant's cases are not to the contrary. Two held purely intrastate use qualified applicant as the prior user: *Corp. Doc. Servs. Inc. v. I.C.E.D. Mgmt. Inc.*, 48 USPQ2d 1477, 1479 (TTAB 1998); *First Niagara Ins. Brokers, Inc. v. First Niagara Fin. Grp., Inc.*, 81 USPQ2d 1375 (TTAB 2007). Applicant misstates the third, which involved a motion to compel and not a priority issue. *Varian Assocs. v. Fairfield-Noble Corp.*, 188 USPQ 581 (TTAB 1975).

individuals who purportedly purchased Applicant's products are presumably included as part of the sales listed in these sales spreadsheets and in any event are not of sufficient volume to change the analysis.²⁰

The record evidence indicates that Applicant has made only small amounts of sales to friends and affiliates, which provides an independent basis to deny Applicant's claim as a matter of law. Applicant has submitted supporting declarations from witnesses who appear to be his friends and affiliates. For example, three of the declarants – Sean Carter, Abdus Burgos and Demar Harvey – are Applicant's Facebook friends. Cal. Dec., ¶9, Ex. F. Mr. Waters and Mr. Hayes admittedly had business affiliations with Applicant. Waters Dec., ¶ 1; Hayes Dec., ¶ 1. Small amounts of sales made to friends, relatives, and affiliates do not constitute bona fide trademark use because sales to friends and relatives do not “actually put the product on the market” such that trademark rights will attach. *Jaffe v. Simon & Schuster*, 3 USPQ2d 1047 (SDNY 1987) (no prior use based on sale to friend); *BB Online UK Ltd v. 101domain, Inc.*, No. 91193054, 2014 WL 788342, at *7 (TTAB Feb. 14, 2014) (non-precedential) (same); *Times Mirror Magazines, Inc. v. Sutcliffe*, 205 USPQ 656, 662-63 (TTAB 1979). In *Parley LLC v. VI-JON, Inc.*, No. 92055751, 2015 WL 1227738 (TTAB Feb. 27, 2015) (non-precedential), the opposer was a nail products company named Parlay, which sought to establish priority through sales made to a salon owned by the brother of Parlay's owner, who himself later became co-owner of the salon. *Id.* at *1, 6. The Board dismissed Parlay's opposition, holding that its sales to affiliate companies and friends did not conclusively establish priority. *Id.* at *5-6.

Moreover, the declarations submitted with Applicant's MSJ should also not be given credence because they are not clear, convincing, uncontradicted, and/or corroborated by documentary evidence. *See Powermatics, Inc. v. Globe Roofing Prods. Co.*, 144 USPQ 430, 432 (CCPA 1965) (inconsistent and

²⁰ Sean Carter allegedly purchased two items over ten years ago in 2008, a hat and a t-shirt. (Carter Dec., ¶ 1.) His declaration annexes a purported photo of the hat, constituting merely ornamental use of one of the Stars Marks. Mr. Carter does not identify whether the t-shirt was sold bearing any of Applicant's Purported Marks. Landon Jones states that he purchased a “Black Jockey Clothing brand shirt” over ten years ago in 2009. (Jones Dec., ¶ 1.) However, he is unable to locate the shirt and does not identify whether it was sold bearing any of Applicant's Purported Marks. Mr. Jones also states that he purchased an item in 2015-2016, a photo of which is annexed to his declaration. While it is unclear whether the item Mr. Jones claims to have purchased is the hat or t-shirt depicted in the photo, both appear to display a merely ornamental use of one of the Stars Marks.

contradictory testimony unsupported by satisfactory corroborative evidence is insufficient to establish priority). Rather, they have a number of inconsistencies and documentary deficiencies.

For example, Sean Carter states that he purchased a “Black Jockey” hat in 2008 (*see supra* n.20), which contradicts Applicant’s records “from memory” regarding products sold in that year. Landon Jones’ printed name does not match his signed name, LaDon Jones. The declaration of Abdus Burgos states that One of a Kind Fashion was located on Genesee Street, when in fact the business was located on Bailey Avenue. Cal. Dec., ¶7, Ex. D, Interrogatory 9. Cortez Waters asserts that One of a Kind Fashion “consistently stocked and sold Black Jockey Clothing products” between 2006 and 2018. Waters Dec., ¶2. However, social media posts suggest that One of a Kind Fashion was shuttered in the first half of 2017 and replaced with a different store front named New Tech Outlets and Level Up Fashions by June 18, 2017. Cal. Dec., ¶2, Ex. A. None of the declarants has shown actual proof of purchase.

D. Applicant’s Unpled Counterclaim For Fraud Should be Denied

Applicant seeks summary judgment on his unpled counterclaim for cancellation of the registrations for the 2011 Jockey Boy Designs and the Jockey Seal based on fraud. The Board should not consider Applicant’s MSJ based upon counterclaims that are not pled. For the reasons set forth in Opposer’s opposition to Applicant’s Motion to Amend, Applicant’s proposed counterclaim fails as a matter of law and should not be allowed. Dkt. 31, at 15-19. Among other things, Applicant’s proposed counterclaim for fraud is based solely on the unsupported claim that Opposer knew about Applicant’s Purported Marks at the time Opposer filed its intent-to-use applications including its declaration that “to the best of [its] knowledge and belief,” no other person has the right to use the same or a confusingly similar mark. It is well-established that such allegations are insufficient to plead a claim for fraud. *See Daniel J. Quirk, Inc. v. Village Car Co.*, 120 USPQ2d 1146, 1153 (TTAB 2016); *Clontech Labs, Inc. v. Invitrogen Corp.*, 74 USPQ2d 1598 (Fed. Cir. 2005); *In re Bose Corp.*, 580 F.3d 1240, 1245 (Fed. Cir. 2009); *San Juan Prods. Inc. v. San Juan Pools of Kan., Inc.*, 849 F.2d 468, 472 (10th Cir. 1988).²¹

²¹ The remaining cases cited by Applicant are inapposite. Most involved deliberate attempts to mislead the USPTO into registering a mark. *See MPC Franchise, LLC v. Tartino*, 826 F.3d 653, 660-661 (2d Cir. 2016); *Medinol v.*

Moreover, the factual question of intent is generally unsuited to disposition on summary judgment. *See Copelands' Enters., Inc. v. CNV, Inc.*, 20 USPQ2d 1295 (Fed. Cir. 1991). The record evidence also demonstrates that Opposer did not believe that Applicant had superior trademark rights. As Applicant acknowledges, Opposer's knowledge of Applicant related to Opposer's objection to attempted registration and use by Applicant's prior company of a mark that is nearly identical to the Disputed Mark. Opposer's opposition was sustained and applicant's attorney confirmed that he would cease use of the mark years before Opposer's trademark filings for the 2011 Jockey Boy Designs and Jockey Seal. Cal. Dec., ¶6, Ex. C.

IV. CONCLUSION

For all of the foregoing reasons, Opposer respectfully requests that the Board deny Applicant's MSJ as to Opposer's claim for dilution and grant Opposer's cross-motion for summary judgment on its claim for priority and likelihood of confusion. Opposer also requests that the Board deny Applicant's MSJ with respect to all of his unpled claims.

Respectfully submitted,

Dated: October 28, 2020

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Neuro Vasx, Inc., 67 USPQ2d 1205, 1209 (TTAB 2003); *Torres v. Cantine Torresella S.r.l.*, 808 F.2d 46, 48, 1 USPQ2d 1483, 1484 (Fed. Cir. 1986); *Standard Knitting, Ltd. v. Toyota Jidosha Kabushiki Kaisha*, 77 USPQ2d 1917, 1926 (TTAB 2006); *First Int. Servs. Corp. v. Chuckles, Inc.*, 5 USPQ2d 1628 (TTAB 1984). In *Money Store v. Harriscorp Fin. Inc.*, 689 F.2d 666, 670, 216 USPQ 11 (7th Cir. 1982), the Board found no fraud where defendant submitted the application declaration despite its knowledge of opposer's prior use in a different area of service.

CERTIFICATE OF SERVICE

I hereby certify that on this date a copy of the foregoing JOCKEY'S OPPOSITION TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT AND CROSS-MOTION FOR SUMMARY JUDGMENT was served by e-mail upon the following:

Dayna C. Cooper, Esq.
COOPER LEGAL, LLC
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Dayna@CooperLegalSolutions.com

Dated: October 28, 2020

/s/ Taraneh J. Marciano
Taraneh J. Marciano

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

JOCKEY INTERNATIONAL, INC.,

Opposer,

v.

LAMONT D. COOPER,

Applicant.

Opposition No. 91248336

**DECLARATION OF LAETITIA LECIGNE IN OPPOSITION TO
APPLICANT’S MOTION FOR SUMMARY JUDGMENT AND IN
SUPPORT OF OPPOSER’S CROSS-MOTION FOR SUMMARY JUDGMENT**

I, Laetitia Lecigne, hereby declare and state as follows:

1. I am Creative Director for Men’s and Women’s Apparel and Lingerie at Jockey International, Inc. (“Jockey” or “Opposer”). I have been employed by Jockey since 2004. I have access to the records of Jockey and I make this declaration based on personal knowledge and/or my review of company records that are kept by Jockey in the regular course of its business. Unless otherwise noted, the exhibits to which I refer and that are attached to my declaration are copies of documents and other records from Opposer’s business records that were created contemporaneously and are kept in the ordinary course of Opposer’s business.

2. I have personal knowledge that Jockey has continuously used the Jockey Figure Marks¹ in connection with the promotion and sale of its products since at least 2004 when I first became employed by the company. For example, since I started in 2004, the Jockey “Classics” men’s products have been promoted and sold in connection with the Jockey Figure Marks.

¹ Defined terms in this declaration have the same meaning as those explained in detail in the Declaration of Maureen Putlak filed concurrently herewith in opposition to Applicant’s motion for summary judgment and in support of Opposer’s cross-motion for summary judgment.

3. Jockey “Classics” products are core products that comprise a significant portion of Opposer’s sales. The Jockey “Classics” line of products include men’s underwear tops and bottoms and women’s underwear bottoms.

4. In 2004, in connection with my role at Jockey, I became aware of discussions regarding

the adoption of the following mark:



(the “Jockey Swirl”) in connection with certain product

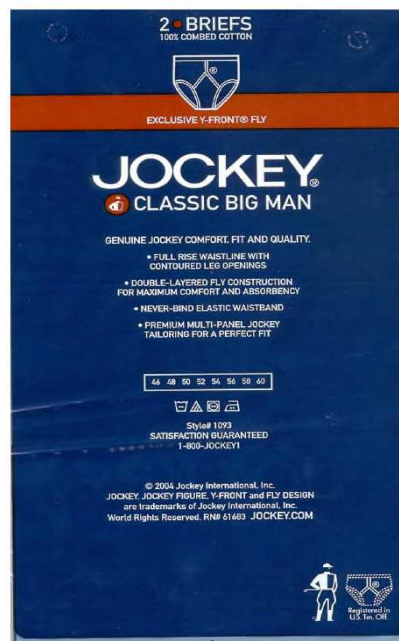
lines, including whether the Jockey Swirl would be adopted for use in connection with the packaging for

the “Classics” product line. The company decided that the Jockey Swirl would not be used in connection

with the Jockey “Classics” men’s product packaging and instead the Jockey Figure Marks would continue

to be used on the packaging for the Jockey “Classics” men’s line of products.

5. From at least 2004 when I joined the company until 2012 when the company began use of the 2011 Full Boy, the Jockey “Classics” men’s product packaging bore the 1960 Jockey Boy Designs. An example of Jockey “Classics” men’s product packaging from 2004, which displays both the 1960 Half Boy toward the top of the package and the 1960 Full Boy on the lower right of the package, is depicted below and attached as Exhibit A bearing bates number Jockey0917.



6. Starting in 2012, Opposer's "Classics" men's product packaging was sold bearing the 2011 Full Boy. An example of Jockey "Classics" men's product packaging after 2012, which displays the 2011 Full Boy on the bottom right, is depicted below and attached as Exhibit B bearing bates number Jockey0459.



I declare under penalty of perjury that the foregoing testimony is true and accurate to the best of my knowledge, information, and belief.

DATED this 27th day of October 2020.

10/27/20

Laetitia Lecigne

CERTIFICATE OF SERVICE

I hereby certify that on this date a copy of the foregoing DECLARATION OF LAETITIA LECIGNE IN OPPOSITION TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT AND IN SUPPORT OF OPPOSER'S CROSS-MOTION FOR SUMMARY JUDGMENT was served by e-mail upon the following:

Dayna C. Cooper, Esq.
COOPER LEGAL, LLC
2884 Kentucky Ave.
Baltimore, MD 21213
Dayna@CooperLegalSolutions.com

Dated: October 28, 2020

/s/ Taraneh J. Marciano
Taraneh J. Marciano

EXHIBIT A

2 • BRIEFS
100% COMBED COTTON



EXCLUSIVE Y-FRONT® FLY

JOCKEY®

 CLASSIC BIG MAN

GENUINE JOCKEY COMFORT, FIT AND QUALITY.

- FULL RISE WAISTLINE WITH CONTOURED LEG OPENINGS
- DOUBLE-LAYERED FLY CONSTRUCTION FOR MAXIMUM COMFORT AND ABSORBENCY
- NEVER-BIND ELASTIC WAISTBAND
- PREMIUM MULTI-PANEL JOCKEY TAILORING FOR A PERFECT FIT

46 48 50 52 54 56 58 60



Style# 1093
SATISFACTION GUARANTEED
1-800-JOCKEY1

© 2004 Jockey International, Inc.
JOCKEY, JOCKEY FIGURE, Y-FRONT and FLY DESIGN
are trademarks of Jockey International, Inc.
World Rights Reserved. RN# 61683 JOCKEY.COM



Registered in
U.S. Tm. Off.

EXHIBIT B

S

34-36"
chest

JOCKEY.
CLASSICS

STAYNEW.
TECHNOLOGY

This product features **STAYNEW. Technology** which reduces pilling and fading, so it will look and feel new, wash after wash. **Guaranteed.**

STAYS WHITE AND BRIGHT
wash after wash

TAG-FREE

STAY- DRY FABRIC
helps pull moisture away from your skin

REINFORCED COLLAR
lays flat

TWIN-NEEDLE STITCHING
for durability

LONGER LENGTH
stays tucked in



100% Cotton



Do not use fabric softener. Non-chlorine bleach only.

Jockey Guarantee - comfort, fit and quality

1-800-JOCKEY1 jockey.com



0 37882 59652 9

SMALL

009864/100

1139625

MADE IN BANGLADESH
HECHO EN BANGLADESH

4Q



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

JOCKEY INTERNATIONAL, INC.,

Opposer,

v.

LAMONT D. COOPER,

Applicant.

Opposition No. 91248336

**DECLARATION OF ANNE ARBAS IN OPPOSITION TO
APPLICANT’S MOTION FOR SUMMARY JUDGMENT AND IN
SUPPORT OF OPPOSER’S CROSS-MOTION FOR SUMMARY JUDGMENT**

I, Anne Arbas, hereby declare and state as follows:

1. I am Senior Vice President, Chief Financial Officer for Jockey International, Inc. (“Jockey” or “Opposer”). I have been employed by Jockey since 1970. I have access to the records of Jockey and I make this declaration based on personal knowledge and/or my review of company records that are kept by Jockey in the regular course of its business. Unless otherwise noted, the exhibits to which I refer and that are attached to my declaration are copies of documents and other records from Opposer’s business records that were created contemporaneously and are kept in the ordinary course of Opposer’s business.

2. Based on my personal knowledge and my role in Jockey’s finance department, I know that Jockey has continuously used the Jockey Figure Marks¹ in connection with the promotion and sale of Opposer’s Products since at least as early as 1970 when I joined the company, until the present.

3. Opposer has achieved substantial sales of products that have been promoted and/or sold in connection with the Jockey Figure Marks. Since Jockey’s first promotion and sale of products, it has

¹ Defined terms in this declaration have the same meaning as those explained in detail in the Declaration of Maureen Putlak filed concurrently herewith in opposition to Applicant’s motion for summary judgment and in support of Opposer’s cross-motion for summary judgment.

sold [REDACTED] units of Opposer's Products that have been promoted and/or sold in connection with the Jockey Figure Marks.

4. In connection with this proceeding, I reviewed Jockey's sales figures in a computer database where such information is routinely recorded at or near the time of the underlying sales for Jockey's ordinary business purposes and kept by Jockey in the regular course of its business. From 2005 through 2019 alone, Jockey sold [REDACTED] units of products at retail, directly to consumers via its own JOCKEY branded retail stores and e-commerce website located at www.jockey.com (referred to hereafter as "DTC Sales"). Attached hereto as **Exhibit A** is a report Jockey employees created under my direction from Jockey's computer sales database that is kept in the ordinary course of business, which shows the DTC Sales from 2005-2019. The majority of these products were promoted and sold in connection with the Jockey Figure Marks. These sales are only a portion of the total sales of Opposer's Products during this time period. In addition to its DTC Sales, from 2005 through 2019, Jockey sold a significant amount of products which were promoted and sold in connection with the Jockey Figure Marks via wholesale to third party retailers, such as department stores.

5. In connection with this proceeding, I reviewed Jockey's sales figures in a computer database where such information is routinely recorded at or near the time of the underlying sales for Jockey's ordinary business purposes and kept by Jockey in the regular course of its business. From 2004 to date, Jockey made DTC Sales of over [REDACTED] units of its products in its "Classics" men's line. From 2004 through 2011 alone, Jockey made DTC Sales of over [REDACTED] units of its products in the "Classics" men's line of products. As noted in the declaration of Laetitia Lecigne, from at least 2004 through 2011 the Jockey "Classics" men's product packaging bore the 1960 Jockey Boy Designs.

6. From 2005 to date, Jockey made DTC Sales of over [REDACTED] units of product in the "Classics" men's line of products. In addition to these DTC Sales, Jockey sold a significant amount of products from its "Classics" men's line of products via wholesale to third party retailers, such as

department stores. As noted in the declaration of Laetitia Lecigne, from 2012 to date, the Jockey “Classics” men’s product packaging have borne the 2011 Full Boy.

7. In connection with this proceeding, I also reviewed Jockey’s advertising expenditures, which are routinely recorded in a computer database at or near the time of the underlying expense for ordinary business purposes and kept by Jockey in the regular course of its business. Jockey spends [REDACTED] dollars annually in the United States alone to promote its products. For example, Jockey expended [REDACTED] dollars advertising JOCKEY branded products in the United States from 2005 through 2019. Attached hereto as **Exhibit B** is a report Jockey employees created under my direction from Jockey’s computer database that is kept in the ordinary course of business, which shows Jockey’s promotional expenses in connection with DTC Marketing from 2005-2019. A significant portion of the advertising and promotions by Jockey feature the Jockey Figure Marks.

I declare under penalty of perjury that the foregoing testimony is true and accurate to the best of my knowledge, information, and belief.

DATED this 28th day of October 2020.



Anne Arbas

CERTIFICATE OF SERVICE

I hereby certify that on this date a copy of the foregoing DECLARATION OF ANNE ARBAS IN OPPOSITION TO APPLICANT’S MOTION FOR SUMMARY JUDGMENT AND IN SUPPORT OF OPPOSER’S CROSS-MOTION FOR SUMMARY JUDGMENT was served by e-mail upon the following:

Dayna C. Cooper, Esq.
COOPER LEGAL, LLC
2884 Kentucky Ave.
Baltimore, MD 21213
Dayna@CooperLegalSolutions.com

Dated: October 28, 2020

/s/ Taraneh J. Marciano
Taraneh J. Marciano

Exhibit A

DTC Sales Units
For the Years Ending 2005 - 2019

	Total
2019	REDACTED
2018	
2017	
2016	
2015	
2014	
2013	
2012	
2011	
2010	
2009	
2008	
2007	
2006	
2005	

Exhibit B

DTC Marketing Summary REDA
For the Years Ending 2005 - 2019

	<u>Total</u>	<u>2019 Actual</u>	<u>2018 Actual</u>	<u>2017 Actual</u>	<u>2016 Actual</u>	<u>2015 Actual</u>	<u>2014 Actual</u>	<u>2013 Actual</u>	<u>2012 Actual</u>	<u>2011 Actual</u>	<u>2010 Actual</u>	<u>2009 Actual</u>	<u>2008 Actual</u>	<u>2007 Actual</u>	<u>2006 Actual</u>	<u>2005 Actual</u>
Total DTC Marketing	REDACT															

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

JOCKEY INTERNATIONAL, INC.,

Opposer,

v.

LAMONT D. COOPER,

Applicant.

Opposition No. 91248336

**DECLARATION OF ANDREA L. CALVARUSO IN OPPOSITION TO
APPLICANT’S MOTION FOR SUMMARY JUDGMENT AND IN
SUPPORT OF OPPOSER’S CROSS-MOTION FOR SUMMARY JUDGMENT**

I, Andrea L. Calvaruso, hereby declare and state as follows:

1. I am a partner of the law firm Kelley Drye & Warren LLP, counsel for Opposer Jockey International, Inc. (“Jockey” or “Opposer”) in the above-captioned proceeding, and I have knowledge of all facts set forth in this declaration from my personal knowledge of the matters stated herein and/or my review of Kelley Drye & Warren LLP’s files.

Facts Relevant to Opposer’s Memorandum

2. On Friday, August 28, 2020, Applicant served supplemental discovery responses and a supplemental document production that purported to comply with the order issued by the Board on July 31, 2020 (Dkt. 23, the “July 31 Order”), which is hereinafter referred to as the “August 28 Response.” Attached hereto as **Exhibit A** is a true and correct copy of an excerpt from Applicant’s August 28 Response bearing Bates number 075.

3. After a meet-and-confer letter from Opposer regarding deficiencies in Applicant’s written responses that were contained in the August 28 Response, Applicant served further supplemented written discovery, together with additional documents, on September 3, 2020 (the “September 3 Response”). Based on the deficiencies remaining in Applicant’s production after the September 3 Response, Opposer

moved the Board for discovery sanctions precluding Applicant from relying at trial on any documents or information produced after August 31, 2020. Dkt. 28.

4. Since the August 31 deadline set by the July 31 Order, Applicant has continued to sporadically produce additional documents and disclose new witnesses he intends to rely upon at trial that were responsive to Opposer's discovery requests yet never produced to Opposer during the discovery period. Indeed, for the first time in his motion for summary judgment, Applicant disclosed even more new documents and the identity of an additional witness (Sean Carter) that were sought by Opposer's discovery requests yet were never before produced to Opposer. Attached hereto as **Exhibit B** are true and correct copies of part of Exhibit H and Exhibit J filed in support of Applicant's motion.

5. On September 14, 2020, Opposer served supplemental discovery responses and a supplemental document production (Bates numbered Jockey0522 through Jockey02539) in compliance with the July 31 Order. On September 17, 2020, Applicant's counsel requested additional information in response to Applicant's Interrogatory No. 1, which Opposer provided in its Second Amended Interrogatory Responses on September 21, 2020.

Additional Exhibits

6. Attached hereto as **Exhibit C** is a true and correct copy of a letter dated March 3, 2010 from counsel representing Applicant's former company, Ellen S. Simpson, to Opposer, which was produced bearing Bates numbers Jockey1030-Jockey1032.

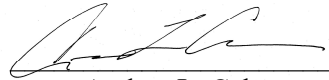
7. Attached hereto as **Exhibit D** are true and correct copies of excerpts from Applicant's Fourth Supplemental Responses to Opposer's First Set of Requests for Production of Documents and Interrogatories, which were served on September 21, 2020. Applicant's supplemental responses include all of his prior responses to each request.

8. Attached hereto as **Exhibit E** is a true and correct copy of an email dated September 29, 2020 from Interlocutory Attorney Elizabeth Winter to counsel for the parties to this proceeding.

9. Attached hereto as **Exhibit F** are true and correct copies of screenshots from the public Facebook profile pages of declarants Sean Carter, Abdus Burgos, and Demar Harvey, including the URL

and date of capture, that were prepared by a law clerk under my supervision at Kelley Drye & Warren, LLP. These screenshots show that each of these declarants is “Friends” with Applicant on the social media site.

DATED this 28th day of October, 2020.



Andrea L. Calvaruso

CERTIFICATE OF SERVICE

I hereby certify that on this date a copy of the foregoing DECLARATION OF ANDREA L. CALVARUSO IN OPPOSITION TO APPLICANT’S MOTION FOR SUMMARY JUDGMENT AND IN SUPPORT OF OPPOSER’S CROSS-MOTION FOR SUMMARY JUDGMENT was served by e-mail upon the following:

Dayna C. Cooper, Esq.
COOPER LEGAL, LLC
2884 Kentucky Ave.
Baltimore, MD 21213
Dayna@CooperLegalSolutions.com

Dated: October 28, 2020

/s/ Taraneh J. Marciano
Taraneh J. Marciano

EXHIBIT A



Darnell Shepsu Cooper
 July 11, 2017 · Edited · 🌐

Black Jockey Challenge!!! 🐎🐎🐎🐎
 If your in Buffalo swing by and get your Black Jockey Gear at 3000 Bailey Ave. Take a pic and post it #BlackJockeyClothing
 This is a call for all my people who support and respect what I do. Let's get it!

👍❤️ 5 1 Share
 Like Comment Share

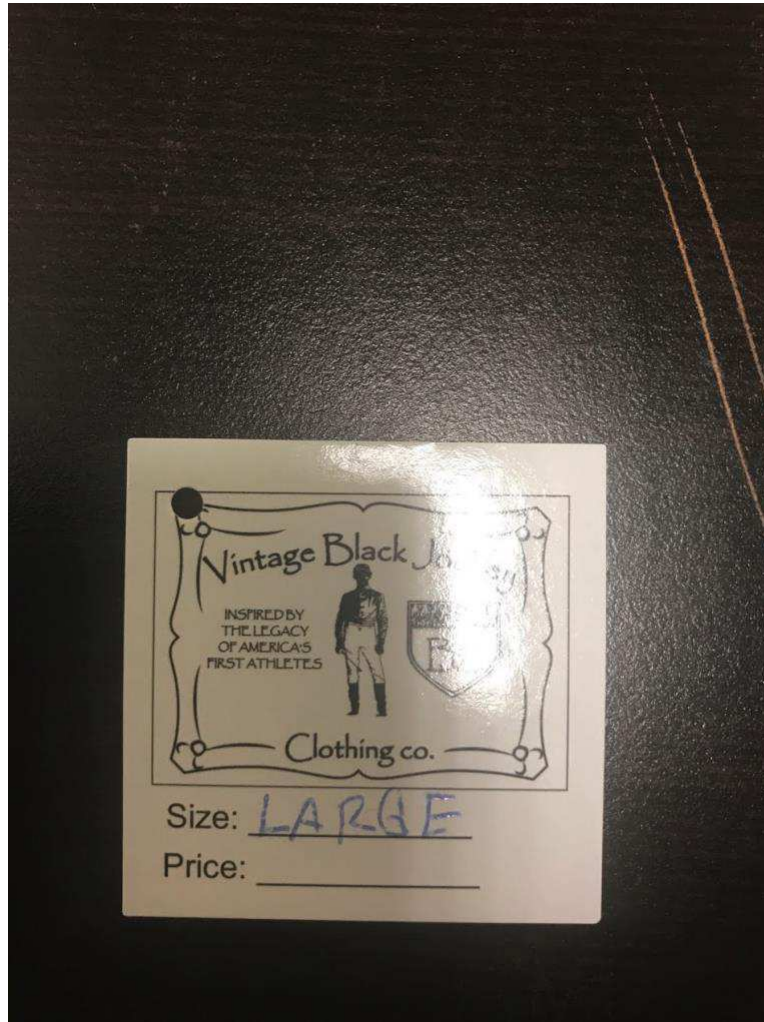
Write a comment... 🗨️ 📷 📺 🗑️

EXHIBIT B

EXHIBIT H

Hang Tag

Used 2006 – Present

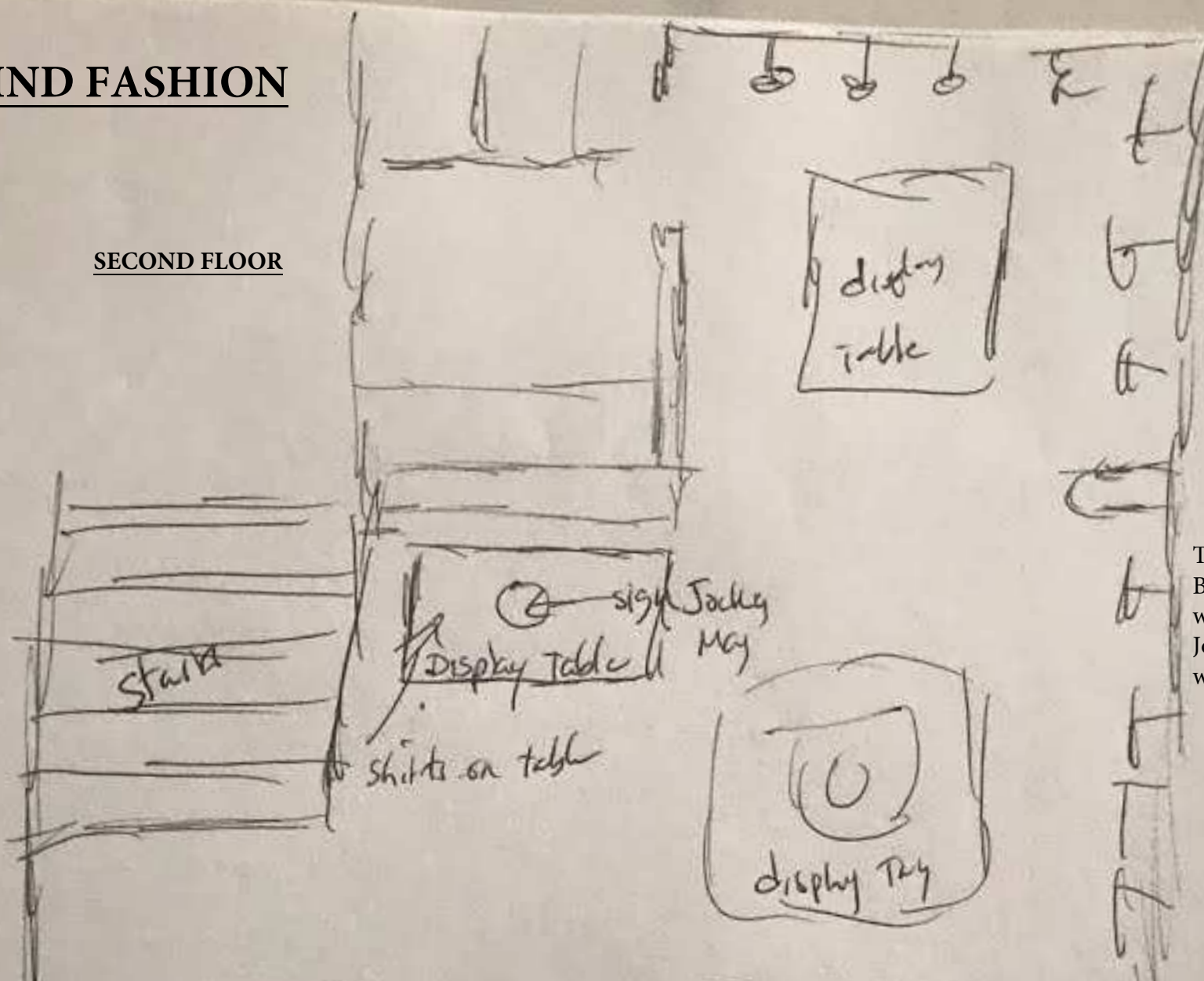


Created by Robert Hayes. See Declaration of Robert C. Hayes

EXHIBIT J

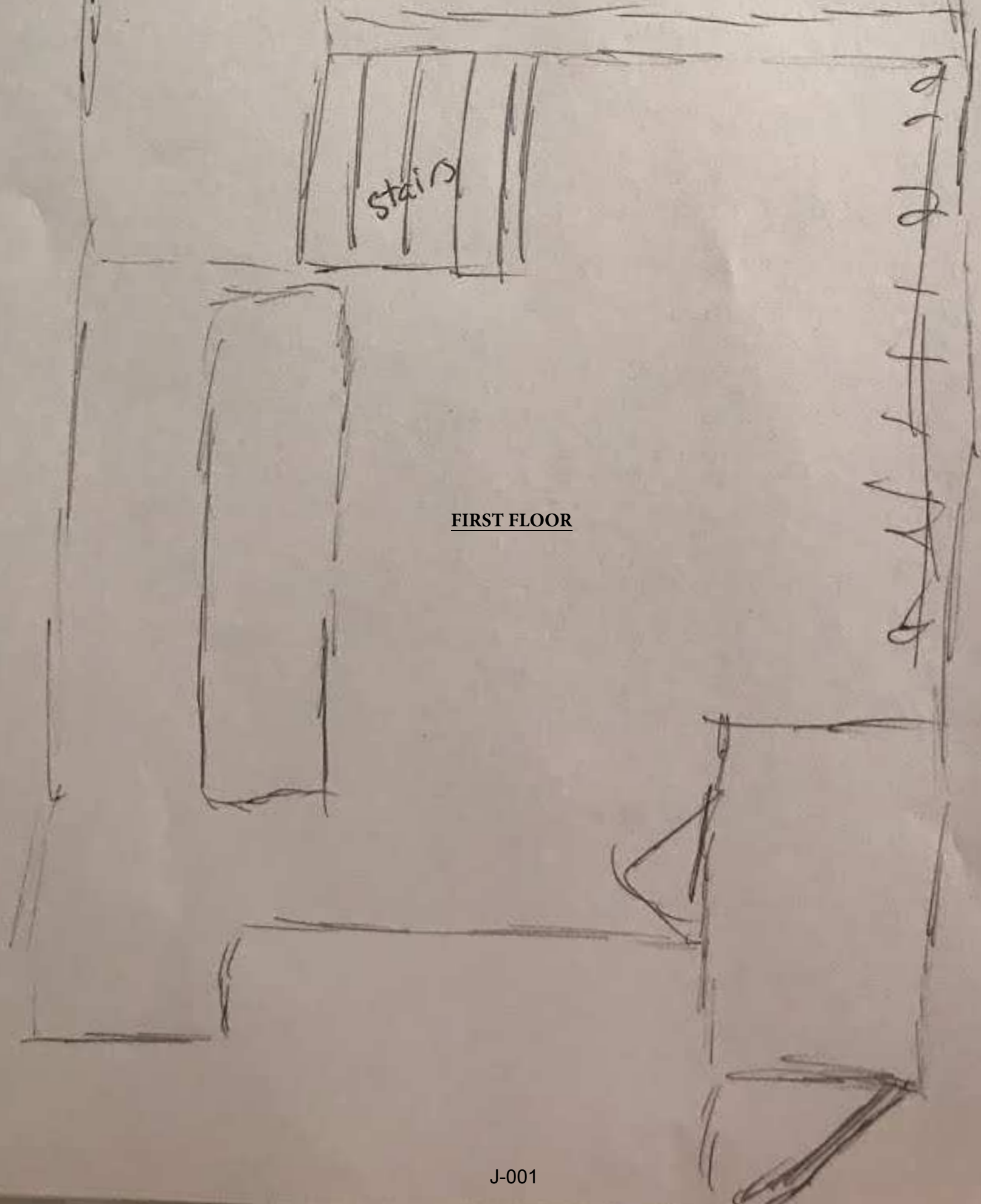
ONE OF A KIND FASHION

SECOND FLOOR



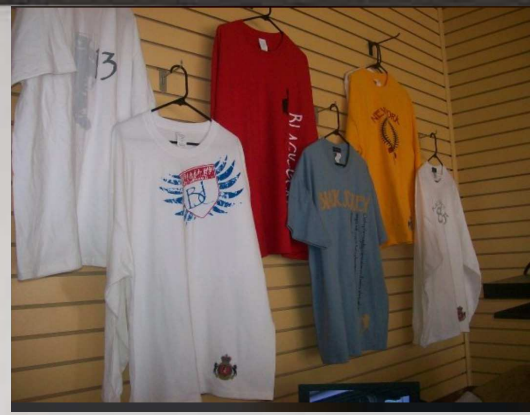
This was a display table feat. Black Jockey Clothing products w/ a cut out sign of the Black Jockey figure. First display would've been in 2008.

FIRST FLOOR



2006 PRINT SHOP DISPLAY

<https://www.facebook.com/blackjockeyclothing/photos/a.253713208104298/253713218104297>



Wall with shirt
and other Items on

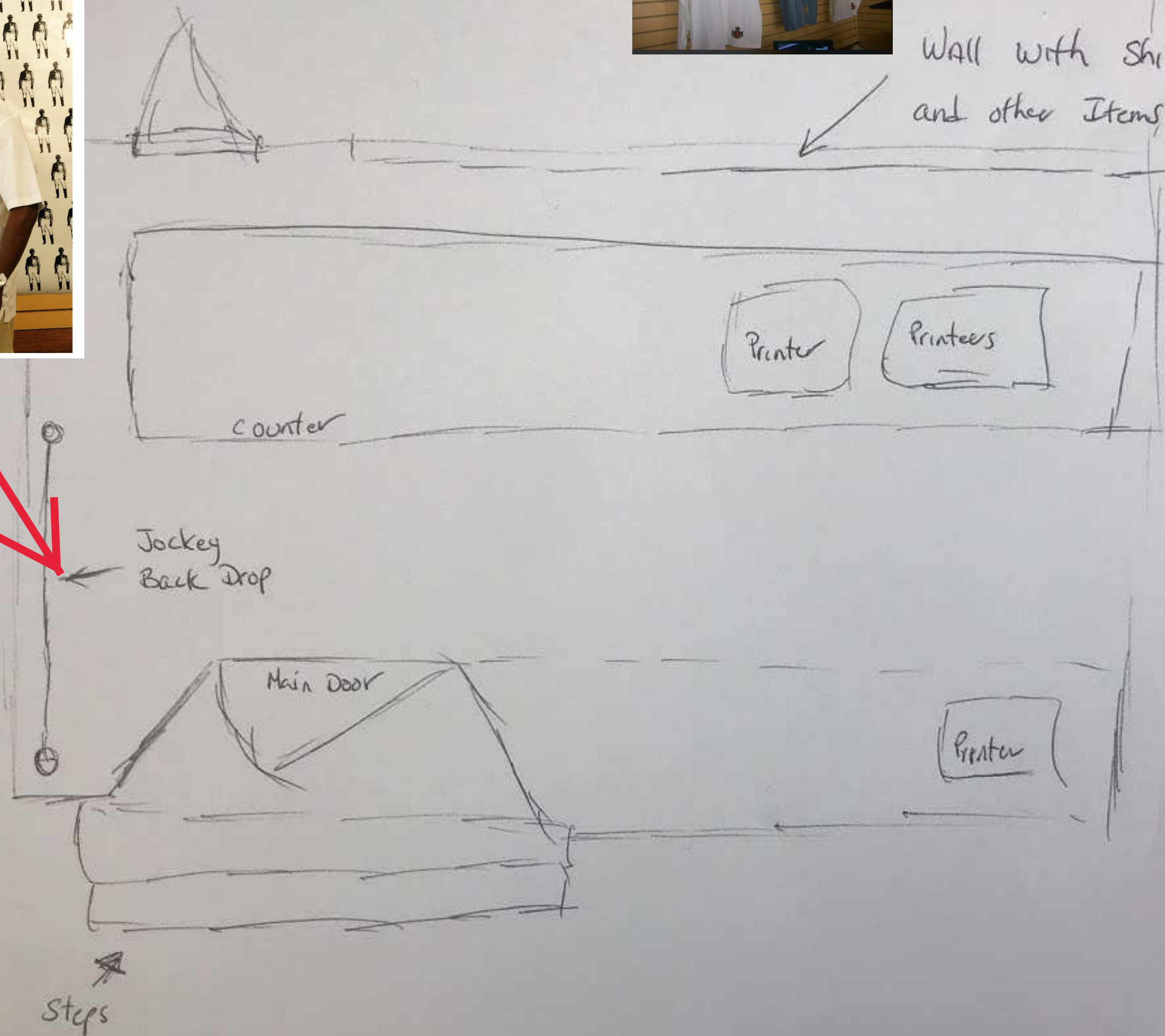


EXHIBIT C

RECEIVED MAR 08 2010

SIMPSON & SIMPSON, PLLC

PATENTS, TRADEMARKS, COPYRIGHTS,
COMPUTER LAW, LICENSING & RELATED MATTERS

ROBERT P. SIMPSON *
ELLEN SWARTZ SIMPSON+

C. RICHARD LOHRMAN**
ROBERT C. ATKINSON**
ANDREW E. McLAUGHLIN**
KURT R. DENNISTON**

* Also admitted in Connecticut, Florida and before the
United States Patent and Trademark Office

+ Also admitted in Florida, Certified Public Accountant

** Also admitted before the United States Patent and
Trademark Office

5555 MAIN STREET
WILLIAMSVILLE, NEW YORK 14221
WWW.IDEALAWYERS.COM

TELEPHONE: (716) 626-1564
FACSIMILE: (716) 626-0366

WRITER'S E-MAIL: ESIMPSON@IDEALAWYERS.COM

OF COUNSEL

MICHAEL L. DUNN**
THOMAS J. COLSON **

REGISTERED PATENT AGENTS

C. PAUL MALISZEWSKI, P.E.
GERALD F. GIBBS, JR.

March 3, 2010

Sent Via Email <Kelly.williams@jockey.com>

Ms. Kelly L. Williams
Jockey International, Inc.
2300 60th Street
P.O. Box 1417
Kenosha, Wisconsin 53141-1417

**RE: Cease and Desist Letter
U.S. Trademark Application Serial No. 77/685,409**



Mark:
Your Ref: 2904
Our Ref: 1830.BJCI101US

Dear Ms. Williams:

Please know that we represent The Black Jockey Company, Inc. in relation to all intellectual property matters.

We have reviewed the contents of your cease and desist letter with our client. We have also reviewed our client's trademark as a whole, as used in association with its goods, with your client's trademarks JOCKEY and the "Jockey Figure" design. As you can appreciate, the trademarks themselves are quite dissimilar, as our client's mark is predominantly a crest.

Nonetheless, in an effort to amicably settle this matter, please know that our client has taken down its website www.blackjockeyapparel.com. The website is currently under construction, and the words BLACK JOCKEY will not be shown separately and apart from our client's trademark, *i.e.*, the full emblem design. Our client further agrees not to use the words BLACK JOCKEY and the "Full Jockey Figure" design separate and distinct from its trademark in its entirety. As the words BLACK JOCKEY and the design of the "black jockey" are minor portions of our client's mark as a whole, we believe that

Ms. Kelly L. Williams
Jockey International, Inc.
Our Ref. No.: 1830.BJCI101US
March 3, 2010
Page 2

our client's use of its trademark will not lead to any confusion by consumers. As such, our client will agree to only use its trademark as set forth in its application for registration.

We trust that this will alleviate any concerns that your client may have. Please feel free to contact me to discuss any other issues.

Very truly yours,



Ellen S. Simpson

ESS:csc

EXHIBIT D

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD**

JOCKEY INTERNATIONAL, INC.	*	
<i>Opposer.</i>	*	
	*	
	*	
v.	*	Opposition No. 91248336
	*	
LAMONT D. COOPER	*	
<i>Applicant.</i>	*	
	*	
	*	
* * * * * * * * * * * *		

**APPLICANT’S FOURTH SUPPLEMENTAL RESPONSES TO OPPOSER’S FIRST SET
OF REQUESTS FOR PRODUCTION OF DOCUMENTS**

Pursuant to Rule 34 of the Federal Rules of Civil Procedure and Rules 2.116(a) and 2.120(d)(2) of the Trademark Rules of Practice, Lamont D. Cooper (“Applicant”) hereby responds to Jockey International, Inc. (“Jockey”) requests for production of documents.

DEFINITIONS AND INSTRUCTIONS

The following definitions and instructions apply to all Requests set forth below:

DEFINITIONS

1. “Applicant” means Lamont D. Cooper and/or any of his employees or agents, or any Person or entity acting for or on behalf of Mr. Cooper or at Mr. Cooper’s direction.
2. “Application” mean U.S. Serial No. 87863113.
3. “Opposer” means Jockey International, Inc.
4. “Jockey Figure Marks” means the common law trademark rights and U.S. trademark registrations owned by Opposer, as alleged in the Notice of Opposition filed in the above-captioned proceeding and depicted in Exhibits A through E hereto.
5. “Disputed Mark” means the design mark identified in the Application.
6. “Prior Application” means the application filed by Applicant on March 6, 2009, U.S. Serial No. 77685409.

the issues currently before the Board (i.e. registerability of the applied for goods of a recited in a use-based application) may be decided without Opposer's access to Applicant's proprietary information. With respect to burdens and hardship on Applicant. Applicant has a full-time job and has ownership interest in five businesses. Accordingly, having to produce each and every document about Applicant's goods (or future goods) without support staff is virtually impossible while simultaneously trying to maintain his livelihood, providing for his family, and maintaining his other streams of income so that he can finance this litigation. It places undue hardship on Applicant, is excessive, and unnecessary to resolve the issues currently before the Board.

2nd Supplemental Response: Per the Board's Order overruling the confidential objection, Applicant withdraws his confidentiality objection. See Applicant's Production at 006-018, 021, 023-024, 057-74, and 76.

3rd Supplemental Response: In its Order, the provided that, "Applicant is ORDERED to serve on Opposer's counsel all non-privileged documents that are responsive to Opposer's requests for production nos. 4, 5 and 9, which he has not already produced,¹⁷ *or* state that there are no other such documents, no later than the deadline set forth at the conclusion of this order. 23 TTABVUE 33. Emphasis Added. Applicant is unsure which other depiction Opposer has found which was not referenced. Accordingly, Applicant provides that all garments depicted in his production are goods which have been sold or which Applicant plans to sell (marked CONFIDENTIAL FOR ATTORNEYS' EYES ONLY). If Opposer would like to specify which document(s) were not referenced as Opposer pointed out in Interrogatory 7, Applicant is more than willing to confirm or deny whether it is responsive and correct any such oversight.

5. Documents sufficient to identify the number of units sold and total sales of each good and/or service bearing the Disputed Mark on an annual basis from January 1, 2006 until the present.

Response: Objection - relevance, overly broad, unduly burdensome, and not proportional to the needs of the case.

Supplemental Response: Applicant maintains its objection, but concedes that roughly 5 years is relevant. Accordingly, Applicant will provide documents for the last 5 years. *Neville Chemical Co. v. Lubrizol Corp.*, 184 USPQ 689, 690 (TTAB 1975). Accordingly, Applicant is compiling the records. See Applicant's Production at 056.

2nd Supplemental Response: Applicant previously advised that some figures were missing. Applicant has provided numbers for those dates from memory which can be found at 076; See remaining figures at Applicant's Production at 078.

3rd Supplemental Response: Clearly 076 is mistaken as it is an image and provides no numbers or sales figures. Please see figures labeled "EARLY SALES MEMORY" at 077 and "SALES FIGURES AND UNITS SOLD" at 078. Applicant has no other responsive documents.

6. Documents sufficient to identify Applicant's use or planned use of the Disputed Mark on any goods and/or services in U.S. commerce, including the date of Applicant's first use for each good and/or service bearing the Disputed Mark.

Response: Objection, relevance, overly broad, unduly burdensome, not reasonably limited in temporal scope, not proportional to the needs of the case, and planned use is confidential and proprietary information of Applicant. Applicant concedes first use is discoverable. Accordingly, see attached at 006-054. Applicant maintains his objections to the remainder of the request.

Supplemental Response: Applicant maintains its earlier objections regarding confidential and proprietary information and any such information is not proportional to the needs of this case. Applicant concedes first use and continued use which has been provided. Applicant has conducted a reasonable and diligent search with respect to these requests. Any documents subsequently discovered will be supplemented timely pursuant to the Federal Rules.

2nd Supplemental Response: Per the Board's Order overruling the confidential objection, Applicant withdraws his confidentiality objection. See also Applicant's Production at 057-077.

3rd Supplemental Response: Applicant is unsure which other depiction Opposer has found which was not referenced. Accordingly, Applicant provides that all garments depicted in his production are goods which have been sold or which Applicant plans to sell (marked CONFIDENTIAL FOR ATTORNEYS' EYES ONLY). If Opposer would like to specify which document(s) were not referenced as Opposer pointed out in Interrogatory 7, Applicant is more than willing to confirm or deny whether it is responsive and correct any such oversight. The "sales figures" at 056 and 078 are indeed responsive. While they do not depict use, they are relevant and responsive as they are necessary to satisfy or evince use (*i.e.* sales). See also, Applicant's Production at 248 and 249 (past use).

7. Documents sufficient to identify Applicant's actual or intended channels of trade for each good and/or service bearing the Disputed Mark.

Response: Objection, relevance, overly broad, unduly burdensome, not reasonably limited in temporal scope, and not proportional to the needs of the case. Objection as to intended offerings as any such information is confidential and proprietary to Applicant.

With respect to the remainder -

See, <https://www.facebook.com/blackjockeyclothing/>

See, <https://www.instagram.com/blackjockeyclothing/>

See, www.blackjockeyclothing.com

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD**

JOCKEY INTERNATIONAL, INC.
Opposer.

*

*

*

*

v.

Opposition No. 91248336

*

*

LAMONT D. COOPER

*

Applicant.

*

*

* * * * *

**APPLICANT’S FOURTH SUPPLEMENTAL RESPONSES
TO OPPOSER’S FIRST SET OF INTERROGATORIES**

Pursuant to Rule 33 of the Federal Rules of Civil Procedure and Rules 2.116(a) and 2.120(d) of the Trademark Rules of Practice, Applicant, Lamont D. Cooper (“Applicant”), hereby answers Opposer, Jockey International, Inc. (“Jockey”) Interrogatories.

DEFINITIONS AND INSTRUCTIONS

The following definitions and instructions apply to all Interrogatories set forth below:

DEFINITIONS

1. “Applicant” means Lamont D. Cooper and/or any of his employees or agents, or any Person or entity acting for or on behalf of Mr. Cooper or at Mr. Cooper’s direction.
2. “Application” mean U.S. Serial No. 87863113.
3. “Opposer” means Jockey International, Inc.
4. “Jockey Figure Marks” means the common law trademark rights and U.S. trademark registrations owned by Opposer, as alleged in the Notice of Opposition filed in the above-captioned proceeding and depicted in Exhibits A through E hereto.
5. “Disputed Mark” means the design mark identified in the Application.
6. “Prior Application” means the application filed by Applicant on March 6, 2009, U.S. Serial No. 77685409.

- a. *Subject:* adoption and creation, ownership, no likelihood of confusion, marketing and advertising, business operations, use (past, present, and future for all subjects).
- *Robert C. Hayes:* may only be contacted through undersigned counsel
 - a. *Subject:* adoption and creation, use (past), and marketing and advertising (past)
- *Conrad Burgos:* may only be contacted through undersigned counsel
 - a. *Subject:* adoption and creation, marketing and advertising (past), and use (past),
- *Benny Hardy Jr.:* may only be contacted through undersigned counsel
 - a. *Subject:* use (past) and marketing and advertising (past)
- *Cortez Waters:* may only be contacted through undersigned counsel
 - a. *Subject:* use (past)
- *Mishae Jeter:* may only be contacted through undersigned counsel
 - a. *Subject:* use (past) and marketing and advertising (past)
- *Anthony Showard:* may only be contacted through undersigned counsel
 - a. *Subject:* use (past) and marketing and advertising (past)

8. State with particularity the number of units sold and gross revenue associated with sales of goods bearing the Disputed Mark, allocated by type of good, on an annual basis from January 1, 2006 until the present.

Response: Objection - relevance, overly broad, unduly burdensome, not limited in scope, and not proportional to the needs of the case.

9. Describe with specificity each past, present, and contemplated channel through which each of the goods bearing the Disputed Mark is offered for sale, sold, and/or distributed

Response: Objection on the grounds that any planned use is confidential and proprietary information of Applicant.

With respect to the remainder, see below -

Website www.blackjockeyclothing.com; One of a Kind Fashions, 3000 Bailey Ave Buffalo NY, 1911 Grayson HWY, Grayson GA; Facebook; Instagram.

2nd Supplemental Response: Per the Board's Order overruling the confidential objection, Applicant withdraws his confidentiality objection and has no additional information responsive to this request.

3rd Supplemental Response: The earlier response provides all information regarding past, and contemplated.

10. Describe in detail the facts and circumstances surrounding Applicant's filing of an application to register the Disputed Mark in the U.S. Patent and Trademark Office.

Response: Was looking to try to protect the intellectual property of our black jockey image in 2007, but couldn't afford it at the time. Later, when I was able to afford it, I paid to have the trademark registered.

11. Describe in detail the facts and circumstances surrounding the Prior Application, including the relationship between the applicant in the Prior Application and Applicant here, and any proceedings involving the Prior Application.

Response: Objection, relevance prior opposition not subject to this proceeding as it involved different designs which aren't subject to this proceeding.

12. Describe in detail the facts and circumstances surrounding the Prior Opposition Proceeding, including the relationship, if any, of the parties to the Prior Opposition Proceeding and Applicant here.

Response: Objection, relevance prior opposition not subject to this proceeding as it involved different designs which aren't subject to this proceeding.

13. Describe in detail the manner in which You use, have used, and/or plan to use the domain name blackjockeyclothing.com.

Response: Objection on the grounds that any planned use is confidential and proprietary information of Applicant.

With respect to the remainder, we use our website as cultural awareness platform. We sell BJC apparel, but also educate our customers on the lost history of the black jockey. We bring awareness to news events that effect the black community via our blog. Also, we highlight inspiring stories of movers and shakers within the black community. Our goal is to associate BJC with success in the black community.

EXHIBIT E

From: Winter, Elizabeth <Elizabeth.Winter@USPTO.GOV>
Sent: Tuesday, September 29, 2020 10:49 AM
To: Calvaruso, Andrea
Cc: Dayna Cooper
Subject: 91248336

CAUTION: This message originated outside of Kelley Drye and was sent by: elizabeth.winter@uspto.gov

Dear Ms. Calvaruso,

Further to your question this morning regarding Board procedure on whether a cross-motion for summary judgment is timely after suspension, please note the following citation, which supports Board practice to view a cross-motion as germane to the first motion for summary judgment filed:

Nestle Co. v. Joyva Corp., 227 USPQ 477, 478 n.4 (TTAB 1985) (cross-motion for summary judgment is a proper filing even after proceeding is suspended).

Cordially,

/Elizabeth J. Winter/
Interlocutory Attorney
Trademark Trial and Appeal Board
United States Patent and Trademark Office
elizabeth.winter@uspto.gov
Phone: 571-272-9240



EXHIBIT F



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Sean Carter

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Darnell Shepsu Cooper



Darnell R Hill
Buffalo, New York

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Darnelle Eady
Nurse at Kaleida Health



Darnell Brown
Machine Operator at 2M

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**Darnell
Jackson
Sr.**

Executive
director at
East Side
Redevelopm
ent Task
Force

Add Friend



**Darnell
Roberts**

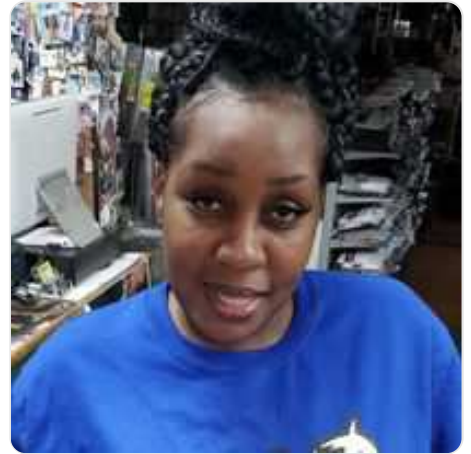
Miami,
Florida

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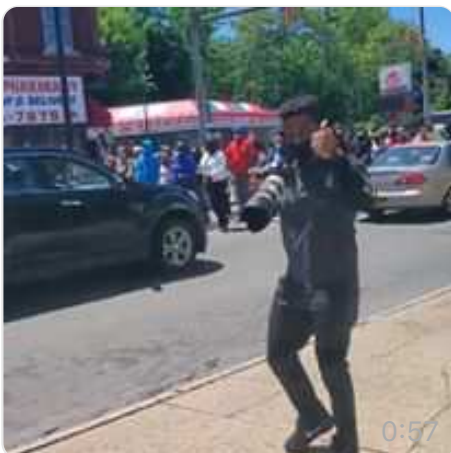
[Albums](#)



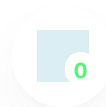
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Darnell Keno Gordon
Works at Hard working man



Darnell Brown
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Operator at
3M

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**Darnell
Jackson
Sr.**

Executive
director at
East Side
Redevelopm
ent Task
Force

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Corleone's Videos



Check-ins

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Cheektowaga, New York

New York
Visited on 20 October 2020



Mccarthy Park

Buffalo, New York
Visited on 12 September 2020



At Eleven Wings & Cuisines

Buffalo, New York
Visited on 19 June 2020



Catalyst Fitness

Buffalo, New York
Visited on 13 March 2020



Miami Beach, Florida

Florida
Visited on 9 March 2020



24 Hour Fitness - Miami Gardens, FL

United States
Visited on 8 March 2020



24 Hour Fitness - Miami Gardens, FL

United States
Visited on 7 March 2020



Finger Licking Restaurant

Miami, Florida
Visited on 6 March 2020

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Darnell Shepsu Cooper

Photos

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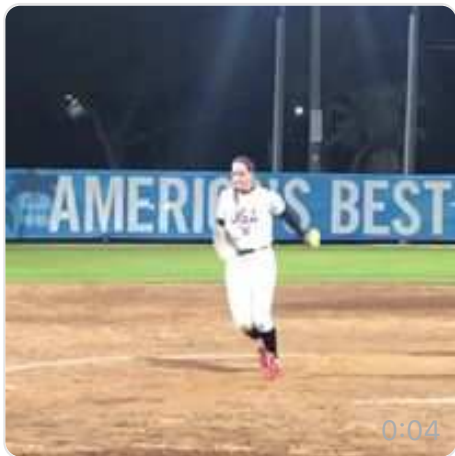
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Videos

Abdus's Videos



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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

JOCKEY INTERNATIONAL, INC.,

Opposer,

v.

LAMONT D. COOPER,

Applicant.

Opposition No. 91248336

**DECLARATION OF MAUREEN PUTLAK IN OPPOSITION TO
APPLICANT'S MOTION FOR SUMMARY JUDGMENT AND IN
SUPPORT OF OPPOSER'S CROSS-MOTION FOR SUMMARY JUDGMENT**

I, Maureen Putlak, hereby declare and state as follows:

1. I am Senior Vice President of Merchandising and Design for Jockey International, Inc. ("Jockey" or "Opposer"). I have been employed by Jockey since July 2001. I have access to the records of Jockey and I make this declaration based on personal knowledge and/or my review of company records that are kept by Jockey in the regular course of its business. Unless otherwise noted, the exhibits to which I refer and that are attached to my declaration are copies of documents and other records from Opposer's business records that were created contemporaneously and are kept in the ordinary course of Opposer's business.

Jockey and the Jockey Figure Marks

2. JOCKEY is one of the world's most beloved and recognized brands. It exemplifies American ingenuity and endurance beginning with Opposer's invention of the world's first men's underwear brief in 1934.

3. In December 2012, Women's Wear Daily reported that a survey of U.S. consumers demonstrated that JOCKEY was among the top 25 apparel and accessories brands most recognized by American women. A true and correct copy of the Women's Wear Daily article is attached hereto as **Exhibit A**, at Jockey1214 – Jockey1220.

4. Since at least as early as 1934, Opposer and its predecessors-in-interest have used the famous JOCKEY mark in U.S. commerce in connection with the promotion and sale of undergarments and apparel items together with related goods and services such as retail store services. The JOCKEY mark is the subject of multiple valid and subsisting U.S. trademark registrations, including Registration Numbers 391,692, 3,258,066, 509,364 in Class 25 and 2,639,847 in Class 35 for various apparel items and related services. Attached hereto as **Exhibit B** are true and correct copies of the current TSDR pages showing the current status and ownership of each of the foregoing United States registrations.

5. In 1940, Opposer introduced its first jockey figure mark, a pictorial representation of the



figure of a jockey: (the “1940 Full Boy”). Since then, Opposer has continued to use the 1940 Full Boy as a brand identifier and has also adopted and used modernized iterations of this jockey figure mark in U.S. commerce in connection with the promotion and sale of apparel, including underwear, shapewear, and intimates; sleepwear; loungewear; athleisure wear; active wear; socks; and related goods and services such as retail store services (collectively, “Opposer’s Products”). Jockey’s practice is to continue use of its beloved heritage Jockey Figure Marks (defined below) to promote and sell its goods and services even after its adoption of modernized versions of the marks.

6. Jockey has continuously used the 1940 Full Boy mark since as early as 1940, and in any event long before August 2006, which I understand is the date of first use alleged by Applicant in this proceeding. For example, Jockey has used the 1940 Full Boy in connection with point-of-sale displays, promotional advertising and product packaging. Attached hereto as **Exhibit C** are true and correct copies of a mere sampling of Jockey’s use of the 1940 Full Boy from the 1940s through the present.


7. The 1940 Full Boy is essential to the JOCKEY brand and is a significant part of Jockey’s corporate identity. For example, in 1993, Jockey built a park across from its corporate headquarters where


employees could enjoy fresh air and nurture their creativity. Since that time until the present, a statue of the 1940 Full Boy has been prominently displayed in the park where it is visible to and associated by the public with Jockey and its goods and services. True and correct depictions of the 1940 Full Boy statue, including in recent media coverage regarding Jockey, are attached in the photos attached as **Exhibit D**.

8. In addition, since approximately 2004, the common areas in Jockey’s corporate offices have prominently displayed the 1940 Jockey Full Boy. Attached hereto as **Exhibit E** are photographs from Jockey’s corporate offices.

9. Since at least 2008, Jockey’s company letterhead – which is used for corporate correspondence, including in connection with the license, promotion, and sale of Opposer’s Products – has borne the 1940 Jockey Full Boy as a prominent water mark along the right side of the page. Attached hereto as **Exhibit F** are true and correct copies of Jockey’s letterhead used over the years, including document bates stamped Jockey1356, which is used to this day.

10. In 1960, Opposer began using a modernized version of the 1940 Full Boy mark that is the

subject of incontestable U.S. Registration No. 768,840:  (the “1960 Full Boy”) and a cropped

version of the same mark that is the subject of incontestable U.S. Registration No. 711,570  (the “1960 Half Boy,” together with the 1960 Full Boy mark referred to as the “1960 Jockey Boy Designs”).

11. Since their first use in 1960, Opposer has continuously used the 1960 Jockey Boy Designs and long before August 2006, including in connection with the advertising and product packaging of Opposer’s Products. By way of example, attached hereto as **Exhibit G** are true and correct copies of a mere sampling of such use of the 1960 Half Boy, and as **Exhibit H** are true and correct copies of a mere sampling of such use of the 1960 Full Boy.

12. As set forth in in the declaration of Laetitia Lecigne, Opposer continuously used the 1960 Jockey Boy Designs since at least 2004 through 2011 in connection with the promotion and sale of Jockey’s “Classics” men’s line, which are core products that comprise a significant portion of Opposer’s sales.


13. Jockey has also used the 1960 Jockey Boy Designs in connection with the promotion and sale of Opposer’s Products other than the “Classics.” By way of example, attached hereto as **Exhibit I** are true and correct examples of a mere sampling of such use of the 1960 Half Boy from 2000 until 2020 and as **Exhibit J** are true and correct examples of a sampling of such use of the 1960 Full Boy between 2004 and 2019.

14. The 1960 Jockey Boy Designs are significant to the JOCKEY brand and its corporate identity. For example, throughout the 1970s, the 1960 Full Boy was affixed to the exterior of Jockey’s corporate headquarters. Attached hereto as **Exhibit K** is a true and correct copy of a photograph of Jockey’s corporate headquarters in 1972. The 1960 Half Boy has also been permanently displayed on a plaque in Jockey park since 1993, and was affixed to the exterior of Jockey’s corporate headquarters for many years, until at least 2007.

15. In addition, for many years prior to Applicant’s alleged date of first use and through the present, Opposer has used the 1960 Half Boy on exterior signage of Opposer’s retail locations where Opposer’s Products are offered for sale. By way of example, attached hereto as **Exhibit L** are true and correct copies of a sampling of exterior signage at Opposer’s retail locations over the years in various states, including images of stores operating since well before 2006.

16. In or around 2010, Opposer decided to again refresh and modernize its iconic and well-known jockey figure icon. Opposer worked with a design agency to create an updated version of the 1960


Full Boy, which is the subject of U.S. Registration Nos. 4,471,345:  (the “2011 Full Boy”) and

4,641,620:  (the “2011 Full Boy + JOCKEY Mark,” together with the 2011 Full Boy referred to hereinafter as the “2011 Jockey Boy Designs”). The updated mark makes the same commercial impression as the 1960 Full Boy, yet incorporates smoother lines and design elements that also specifically evoke the original 1940 Full Boy, including an off-center stance and downward-pointing riding crop.

17. The 2011 Full Boy design was finalized in 2011 and first used in commerce in 2012, and the 2011 Full Boy + JOCKEY Mark design was finalized in 2012 and first used in commerce in 2013. The 2011 Jockey Boy Designs have been used continuously since their first use until the present, including in connection with product packaging, hang tags, and marketing and advertising materials. For example, attached hereto as **Exhibit M** are true and correct copies of a mere sampling of such use from 2012 to 2020.

18. The 2011 Jockey Boy Designs are central to the JOCKEY brand and Opposer’s corporate identity. For example, since January 2013, the 2011 Full Boy has been affixed to the exterior of Jockey’s corporate headquarters. Attached hereto as **Exhibit N** are true and correct copies of photographs and media coverage depicting Jockey’s corporate headquarters.

19. In addition, 2011 Full Boy was and is used in the exterior signage of Opposer’s retail locations where Opposer’s Products are offered for sale. For example, attached hereto as **Exhibit O** are true and correct copies of exterior signage at Opposer’s retail locations in various states within the past ten years.

20. The Jockey Figure Mark subject to U.S. Registration No. 5,984,914  is referred to as the “Jockey Seal.” A prior version of the Jockey Seal incorporated the 2011 Full Boy



. In 2017, it was redesigned as part of a refresh of Opposer’s packaging and marketing for certain JOCKEY branded products. The Jockey Seal was inspired by and based upon Jockey’s heritage and historical branding, with the goal of highlighting Jockey’s branding roots in a refreshed manner for new generations of customers. The Jockey Seal incorporates a cropped version of the 1940 Full Boy into








a circular motif that was inspired by Jockey’s iconic “Man on the Bag” marketing image used by Opposer in the 1900s. *See* Exhibit T at Jockey1395. Thus, the Jockey Seal is a continuation of Jockey’s heritage and longtime branding.

21. The Jockey Seal was first used in commerce in 2018 and has been used continuously since then until now, including in connection with product packaging, hang tags, and marketing and advertising materials. Attached hereto as **Exhibit P** are true and correct copies of examples of such use.

Registration of the Jockey Figure Marks

22. Jockey is the owner of multiple valid and subsisting U.S. trademark registrations for the Jockey Figure Marks with the United States Patent and Trademark Office (“USPTO”) as set forth below. Opposer’s U.S. trademark registrations for the Jockey Figure Marks are collectively referred to herein together with Opposer’s common law rights as the “Jockey Figure Marks.”

23. Attached hereto as **Exhibit Q** are true and correct copies of the current TSDR pages demonstrating the current ownership and status of each of the United States registrations listed in the summary chart below, all of which are valid and subsisting, three of which have become incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065:

Trademark	Reg. No.	Reg. Date	Goods/Services	Status
	0711570	Feb. 21, 1961	Class 25: wearing apparel for men, women, and children-namely, underwear for men and boys, hosiery for men, women, and children, sweaters, sweat shirts, sport shirts, and sport shorts	Valid and Incontestable
	0768840	Apr. 28, 1964	Class 25: wearing apparel for men; namely, sport shirts	Valid and Incontestable
	4471345	Jan. 21, 2014	Class 25: underwear tops and bottoms; panties; camisoles; tanks; bras; socks; hosiery; long underwear; activewear, namely, tops and bottoms, bras, tanks, t-shirts, pants, shorts and jackets; sportswear, namely, tops and bottoms, bras, tanks, t-shirts, pants, shorts and jackets; sleepwear; shapewear, namely, tops and bottoms, tanks, camisoles, and thermal underwear tops and bottoms	Valid and Incontestable
	4641620	Nov. 18, 2014	Class 25: underwear	Valid
	5984914	Feb. 11, 2020	Class 25: underwear; undergarments, namely, camisoles, bras, bralettes, socks; hosiery; activewear, sportswear, and athleisurewear, namely, tops and bottoms, sports bras, tank tops, t-shirts, shirts, sweatshirts, vests, pants, shorts, skorts, leggings, sweaters, and jackets; loungewear; sleepwear	Valid

Opposer's Sales and Promotion of the Jockey Figure Marks

24. Opposer's Products are sold throughout the fifty states, at Opposer's own JOCKEY branded retail stores, its online e-commerce site located at www.jockey.com, its direct-to-consumer catalog, as well as a variety of third-party retailers from department stores such as Nordstrom, Macy's,

Kohl's, JC Penney, QVC, Dillard's, Von Maur, Belk, Fred Meyer, and Century 21, to big box stores such as Walmart and Target, as well as other brick-and-mortar and online retail stores that sell apparel.

25. As set forth in further detail in the declaration of Anne Arbas, Jockey's Chief Financial Officer, Opposer has achieved substantial sales of products that have been promoted and/or sold in connection with the Jockey Figure Marks.

26. Jockey has extensively promoted Opposer's Products through advertising that reaches nearly every segment of U.S. consumers, including through Internet websites, digital ads, social media sites including Facebook, Twitter, Instagram, YouTube, and Pinterest, regional and national print publications, and catalogs. Jockey's advertising and promotional activities predominantly feature the Jockey Figure Marks. True and correct copies of a mere sampling of such advertisements throughout its history are attached hereto as **Exhibit R**. *See also* Exhibit A hereto, at Jockey1250.

27. The Jockey Figure Marks have been used over the years in popular underwear advertising in the retail industry featuring athletes, actors and pop-culture personalities, including Olympic gold medalists, baseball legend Jim Palmer, Babe Ruth, Buzz Aldrin, General Patton, James Dean, and Will Ferrell. Attached hereto as **Exhibit S** are true and correct copies of a mere sampling of such advertising over the years.

28. As set forth in more detail in the declaration of Anne Arbas, Jockey's Chief Financial Officer, Jockey spends substantial amounts to promote JOCKEY branded products in the United States.

Third Party Recognition of the Jockey Figure Marks

29. Over the course of eight decades, Opposer's Products have been the subject of widespread media attention in the U.S. and worldwide. The longstanding history of the JOCKEY brand, including the Jockey Figure Marks, are of great interest to the consuming public and have often been the subject of public interest articles. For example, attached as **Exhibit T** are true and correct copies of recent examples of such articles. The Jockey Figure Marks are so recognizable and well-known to the U.S. consumer that a resale market exists for collectibles such as vintage statues of the 1940 Full Boy and other jockey figures, and historical JOCKEY advertising. These items are often offered for sale and

purchased in the U.S. by individual resellers, collectors, and enthusiasts through third party online retailers such as www.ebay.com, www.icollector.com, www.antiqueadvertising.com, and www.liveauctioners.com. Attached hereto as **Exhibit U** are true and correct copies of just a few examples of such listings.

Opposer and Applicant

30. Opposer does not have a business relationship with Applicant and has never had any agreement with Applicant. Opposer has never authorized or otherwise granted Applicant permission to use the Jockey Figure Marks or any similar mark.

I declare under penalty of perjury that the foregoing testimony is true and accurate to the best of my knowledge, information, and belief.

DATED this 28 day of October 2020.


Maureen Putlak

CERTIFICATE OF SERVICE

I hereby certify that on this date a copy of the foregoing DECLARATION OF MAUREEN PUTLAK IN OPPOSITION TO APPLICANT’S MOTION FOR SUMMARY JUDGMENT AND IN SUPPORT OF OPPOSER’S CROSS-MOTION FOR SUMMARY JUDGMENT was served by e-mail upon the following:

Dayna C. Cooper, Esq.
COOPER LEGAL, LLC
2884 Kentucky Ave.
Baltimore, MD 21213
Dayna@CooperLegalSolutions.com

Dated: October 28, 2020

/s/ Taraneh J. Marciano
Taraneh J. Marciano

EXHIBIT A

THE WWD 100

AN EXCLUSIVE SURVEY OF THE BRANDS CONSUMERS KNOW BEST — WITH SOME FAMILIAR NAMES AND A FEW SURPRISES. SEE SPECIAL REPORT INSIDE.



WWD

THURSDAY, DECEMBER 13, 2012 ■ WOMEN'S WEAR DAILY ■ \$3.00

Fine and Dandy

"I always wanted to live a man's life in a woman's body," said Diane von Furstenberg. For pre-fall, she channeled that thought — along with ones of a dandy Oscar Wilde and Mick Jagger during his Marianne Faithfull years — into masculine touches, all while making sure not to ignore her feminine side. Here, von Furstenberg's color-blocked wool and nylon tweed coat worn over a silk chiffon dress. For more on the collection, see WWD.com/fashion-news; for more on pre-fall, see page 6.



SYCAMORE EYES BRAND

True Religion Bidding Kicks Into Higher Gear

By VICKI M. YOUNG

THE BIDDING for True Religion Apparel Inc. is heating up, and sources said private equity firm Sycamore Partners has the lead.

The sale process is still in the "early stages," according to one source familiar with the process. Two other sources also said Sycamore has jumped into the lead.

One source warned that while the discussions have deepened between Sycamore and True Religion, the talks could still break apart.

Another source in the financial community said names of other interested bidders include Los Angeles-based Gores Group, which owns J.Mendel and has a stake in Mexx, and South Korean fashion conglomerate E-Land Group, which bid on Collective Brands Inc. earlier this year.

Executives at Sycamore and Guggenheim Securities, the financial adviser to True Religion, could not be reached for comment Wednesday.

A sale of True Religion, if it gets completed soon, would wrap up all outstanding mergers and acquisition opportunities in the American denim market.

It's been a busy sector. Fast Retailing Co. Ltd. last month acquired an 80.1 percent stake in L.A.-based denim and fashion brand J Brand Holdings LLC from Star Avenue Capital and J Brand management for \$290 million plus \$10 million in advisory fees. In July, private equity firm TSG Consumer Partners took an undisclosed stake in Paige Denim.

While Not Your Daughter's Jeans had been on the auction block since a year ago, the company has been taken off the market.

David Moross, chairman and chief executive officer of Falconhead Capital, said, "Falconhead Capital has been very happy with our investment in NYDJ, and while we considered offers to sell, we decided to retain our ownership and reinvest in the continued growth of the brand."

SEE PAGE 8

Pakistan Transport Stalled

By MAHLIA S. LONE

LAHORE, Pakistan — The transport of goods and containers is at a standstill in Pakistan as the countrywide strike called by the transporters associations stretched to its 11th day on Wednesday.

So far, the business community estimates losses of \$700 million due to the action and mills have missed their second weekly vessels. Thousands of trucks carrying export cargo are stuck on highways across the country. Imported raw material delays are also affecting mills' production. Similarly, cotton from farmers in rural areas is not reaching ginning mills.

The smell of rotten fruits and vegetables that were bound for ships permeates the air, while drivers sit idly in trucks, stranded on highways, waiting for the National Highway Authority and the National Highways & Motorways Police on one side and the Transporters Association and the United Goods Transporters Alliance representatives on the other to resolve the standoff.

If demands are not met by Thursday, All Pakistan Oil Tankers Owners Association chairman Mir Muhammad Yousuf Shahwani said the organization will join the strike, further crippling the industry's and country's ability to move goods. It's also more problems for an industry that saw a devastating fire in September in a Karachi factory that killed 264 workers, and a smaller blaze in a shoe factory in Lahore in which 25 perished.

Haji Muhammad Tariq Nabeel Mehmood, general secretary of the Transporters Association (Punjab)

SEE PAGE 7

PHOTO BY JOHN AQUINO

Duke Weighs In on Bangladesh Fire

By KRISTI ELLIS

MIKE DUKE, president and chief executive officer of Wal-Mart Stores Inc., for the first time on Tuesday night addressed the fire at a garment factory in Bangladesh that killed 111 workers, defending his company's enforcement of fire-safety standards, while at the same time acknowledging that more work needs to be done.

Duke spoke at the Council on Foreign Relations in New York in a broad discussion ranging from Wal-Mart's sourcing and corporate social responsibility standards and challenges to the fiscal cliff talks in Washington, to the government's investigation into bribery allegations at Wal-Mart's Mexican subsidiary.

Wal-Mart has said it terminated the relationship with a supplier that subcontracted work to Tazreen Fashions Ltd. in Bangladesh, where a fire killed 111 workers on Nov. 24 and triggered protests and an outcry from U.S. and international worker and labor rights groups. In recent days, there have been reports from workers' rights groups that Wal-Mart produced substantial amounts of apparel at Tazreen.

Duke said Wal-Mart had a "very serious focus" in Bangladesh on fire safety in 2010, noting that the retail giant stopped doing business with 94 factories that failed to meet its compliance standards and also helped raise standards, in the area of fire safety in particular, in 23 other factories.

"In 2011, there was even more progress made," Duke said. "We worked with other organizations and retailers to raise the bar and did a tremendous amount of training across the country," adding that more than 3,000 factories went through fire safety and other compliance training.

He acknowledged that more needs to be done in Bangladesh and around the world.

"We're still stepping back again and saying, 'What else can we do?'" Duke said. "This is complicated. There are multiple steps in

a supply chain. There could be a supplier that may be based here in the United States and may be buying from factories, and sometimes there are subcontract factories. We have a requirement to know those factories, though, and in this case that violation occurred and we're not going to do business with that particular supplier anymore."

Asked whether there was a conflict in Wal-Mart's push for lower prices from its foreign suppliers and its expectation of factories to meet its fire safety and other standards, Duke said, "We will not buy from an unsafe factory. So this is not a price discussion.... If a factory is not going to operate with high standards, then we will not purchase from that factory, and there's no discussion about price."

Duke was also asked whether



Mike Duke

there are countries in which Wal-Mart refuses to source based on the absence of rule of law, corruption or lack of human rights protection.

"We do look at those factors in making a determination," Duke said. "That is not to say that... where we do business today is perfect nor would I even say doing business in mature, developed markets is perfect.... I think defining standards of how countries operate is a sensitive topic, but we do have that consideration — the rule of law, compliance and governance and the risk of operating a business. It is a very practical analysis that we do and there have been decisions that we have made not to enter a market because of some of those factors."

Duke was also asked about the investigation by the Securities

and Exchange Commission and Justice Department into allegations that Wal-Mart's Mexican subsidiary bribed foreign officials to help facilitate store expansion in Mexico. House lawmakers also launched their own investigation into the allegations. The investigations are still ongoing.

"We take those allegations very, very seriously and we have an investigation ongoing," Duke said. "We'll take the appropriate action based upon the conclusion of this investigation.... Doing the right thing, we've installed a number of additional steps in this particular area of [Foreign Corrupt Practices Act] compliance. And we look at markets around the world. We've taken a look at just how we operate and put in place compliance operations, and we've established a new office of compliance.... And I think this focus will make us a better company regardless of the outcome of the investigation in Mexico."

Wal-Mart is the focus of another investigation in India. On Wednesday, the Indian government gave in to pressure from the opposition and agreed to an inquiry of Wal-Mart's lobbying in India. The inquiry will be headed by a retired judge, said Kamal Nath, minister for parliamentary affairs.

Opposition parties took up the issue after Wal-Mart revealed in the U.S. Senate it had spent \$25 million in lobbying since 2008.

"I think there are a couple of important points to make on this from the U.S. side," Nancy Powell, American ambassador to India, said on NDTV on Tuesday. "What has happened is the accusations are that this money is bribery; what it is lobbying. In the United States those are two very separate things." She pointed out that lobbying in the U.S. was regulated and the effort had been to make it transparent.

"Wal-Mart had something like 80 items for which they approached U.S. policy makers on, in nine different categories, FDI [foreign direct investment] in India was one of them," she said.

— WITH CONTRIBUTIONS FROM MAYU SAINI

THE BRIEFING BOX IN TODAY'S WWD

Valentino and the Master of Couture exhibition at Somerset House.



PHOTO BY ANTEA MACCHIARDI/GETTY IMAGES FOR SOMERSET HOUSE

The bidding for True Religion is heating up, and sources said private equity firm Sycamore Partners has the lead. **PAGE 1**

The transport of goods and containers is at a standstill in Pakistan as the countryside strike called by the transporters associations reached its 11th day. **PAGE 1**

Puma SE said it plans to recruit a new chief executive officer to help kick start growth at the troubled German activewear firm. **PAGE 6**

Proenza Schouler is scouting Manhattan's SoHo district for its second New York location. **PAGE 7**

Britain's men's wear designers are buzzing with anticipation in the run-up to the January edition of London Collections: Men. **PAGE MW1**

Alexandre Mattiussi open his first Ami boutique today in Paris' burgeoning Marais district. **PAGE MW2**

Robert Graham is ready to take a higher profile and has enlisted Yard, the image-making agency, to help. **PAGE MW7**

ON WWD.COM

LONDON SCENE: WWD highlights the best new hotels, restaurants and bars to check out in London during men's fashion week. **For more, see WWD.com/eye.**

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Inditex Incomes Up 21.7% in Quarter

By SAMANTHA CONTI

LONDON — Business is booming at Inditex, parent of brands including Zara and Massimo Dutti, and the company continues to expand, with capital expenditure in 2012-13 hitting one billion euros, or \$1.3 billion.

On Wednesday, Inditex said net income climbed 21.7 percent to 712 million euros, or \$918.5 million, in the three months to Oct. 31. Sales in the period advanced 17.8 percent to 4.12 billion, or \$5.31 billion, the company said.

Figures have been converted at average exchange rates for the periods to which they refer.

In a report called "Inditex: Play It Again, Sam," Bernstein Research called the results "strong," and said it remained confident about the fashion retailer's "near and medium-term prospects," although currency fluctuations could dent revenue growth in the fourth quarter.

In the first nine months to Oct. 31, net income was up 27.1 percent to 1.66 billion euros, or \$2.14 billion, while sales climbed 17 percent to 11.36 billion euros, or \$14.65 billion, the Spanish company reported.

In constant currency terms, sales rose 15 percent in the nine months to Oct. 31. The momentum continues: Store sales in constant currency terms also rose by 15 percent between Aug. 1 and Dec. 9.

Earnings before interest and taxes climbed 30.1 percent to 2.19 billion euros, or \$2.83 billion in the nine-month period.

Bernstein said that an uptick in gross margin to 60.5 percent was a reflection of Inditex's shift away

from lower price point countries such as Spain and Portugal to higher price point ones such as China, and also mirrored a shift toward higher-price fashion within countries worldwide.

In the first nine months, Inditex added 360 stores in 54 markets, bringing the total number of stores worldwide to 5,887 in 86 markets. The company opened its first stores in Armenia and the former Yugoslavian Republic of Macedonia.

In the current quarter, on Dec. 5, Inditex opened a Zara flagship at 460-490 Oxford Street in London.

Designed by Elsa Urquijo Architects, the store is laid out so that shoppers can move through the space intuitively. They are guided through intimate, cubelike structures that are dedicated to specific trends, with new items arriving twice a week. The delivery cycle ensures that the store is completely refreshed every 15 days.

After the launch of the Zara online sales in China in September, the brand said it plans to open an online store in Canada during the 2013 spring season, and chairman and chief executive officer Pablo Isla said during a conference call Wednesday that Zara would continue to expand online until it has a global presence.

"Inditex continues its ongoing, global multiconcept growth and a strong execution of the business model," Isla said. "Our operations have also shown high efficiency, and tight operating control.... Let me also tell you that in terms of expansion, our store opening plan and online sales rollout for the year is on track.... We continue to see significant growth opportunities for Inditex globally."

— WITH CONTRIBUTIONS FROM JULIA NEEL

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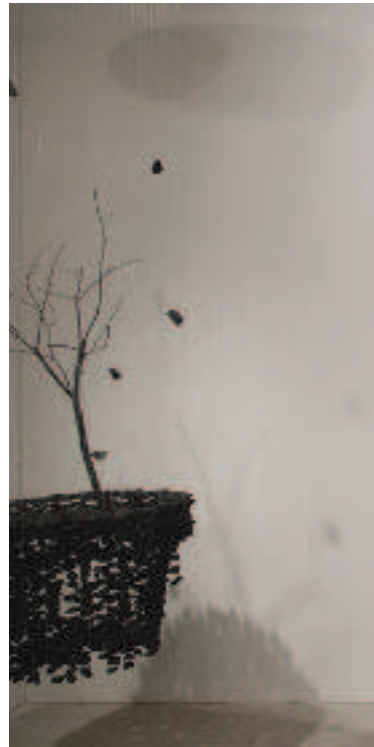
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State of the Art

WITH ART BASEL'S OVERLOADED LINEUP OF PERENNIALY PACKED LATE-NIGHT PARTIES, MANY FORGET WHAT THE EVENT IS REALLY ABOUT: ART. WWD TAKES A LOOK AT STANDOUT PIECES FROM THE ADJOINING SCOPE, CONTEXT AND ART MIAMI FAIRS.

A collection of Alex Guofeng Cao's works, clockwise from far left: "Lady Ermine vs Sistine Sibyl," 2011; "Horst vs Degas," 2010; "Mick Jagger vs Keith Richards, After Vadukul," 2011; "Man Ray Tear vs Tear," 2011; "I Love You Too, Lichtenstein vs Lichtenstein," 2011; "Steve Jobs vs Neil Armstrong, After Watson," 2011; "Venus vs David," 2011.



CNNCTD+ 100's "Sound Graffiti" installation by Roman Grandinetti, consisting of 100 digital displays, playing 100 unique soundtracks.



FOR MORE PHOTOS, SEE
WWD.com/eye.

"Jackie and Geoff," a cinematographic sculpture by Glaser/Kunz.



Chul-Hyun Ahn's "Visual Echo Experiment," 2011.



From left: "Orange Purse," 2010, and "Brown Purse," 2010, by Milana Braslavsky.



"Brad" by Chuck Close.



Simon Bilodeau's "Le Monde est un zombie II" installation.



PHOTOS BY LEXIE MORELAND

Pre-Fall 2013



Kate Spade: Kate Spade creative director Deborah Lloyd has been California dreaming, specifically about Hollywood and Palm Springs. Those locales, along with the seductive Chinese film "In the Mood for Love" inspired the collection. It translated into vintage-style brocades, jacquards and shiny chiffon fabrics whipped into signature Spade staples like poof skirts, tunic tops and a flirty dress in a colorful abstract flower print.

The accessories were once again cheeky with movie marquee-themed bags and jewelry, along with straw hats and golf motifs on bags. The company partnered with Streamline Luggage for the first time for a set of rolling suitcases featuring Spade touches like handles and wheels in bright hues and a cheerful printed lining.

FOR MORE PRE-FALL
COVERAGE, SEE
WWD.com/
runway.

PHOTOS BY GEORGE CHINISEE

Puma CEO Koch to Step Down

PARIS — Puma SE said it plans to recruit a new chief executive officer to help kick-start growth at the troubled German activewear firm.

Franz Koch is to step down as Puma ceo, and as a member of the group executive committee of PPR, Puma's reference shareholder, at the end of March 2013.

In the interim, Puma said Koch would work closely with PPR group managing director Jean-François Palus "to secure Puma's ongoing operational transformation and generate profitable growth."

Once a new management leader is in place, "we will pursue the reorganization of the company, focus on product innovation and marketing and will continue to devote the necessary resources to the development of the brand," Palus stated. "I am fully confident in our ability to realize the huge potential of this iconic brand."

"Together with Jochen Zeitz, Franz

Koch has been the driver of strategic key initiatives and has strongly contributed to Puma's development over the past few years. I would like to warmly thank Franz for his efforts, commitment and dedication to Puma, as well as his contribution to evolving the organization and management team," he added.

Palus was elected chairman of Puma's administrative board in October following the resignation of Zeitz.

Also in October, Puma said it would shut 80 stores as profits at the Herzogenaurach-based sporting goods giant plummeted 85.1 percent in the third quarter. The company had also warned profits would be significantly lower in 2012 than the previous year, reflecting the impact of restructuring measures designed to offset a sharp decline in sales in crisis-hit Europe.

— MILES SOCHA

Avon Exiting South Korea, Vietnam

By VICKI M. YOUNG

NEW YORK — A repeat of the tag line "Ding Dong Avon Calling" from a classic commercial won't be occurring in South Korea and Vietnam anytime soon.

Those are the two Asian markets that Avon Products Inc. has decided to exit in connection with its annual cost-savings target of \$400 million by the end of 2015, which the company first disclosed last month.

These initial steps in the cost-cutting initiative, which also includes a global head-count reduction of 1,500 jobs, will account for "20 percent" of the total targeted savings.

"In order to turn around the business, we are focused on driving top-line growth and aggressively managing our cost base," said Sheri McCoy, Avon's chief executive officer. "The decisions outlined today are necessary to stabilize the company and begin the process of returning Avon to sustainable growth."

McCoy, who took over the ceo post in April, disclosed the cost-savings target when the company reported third-quarter earnings last month.

The initial cost-cutting initiatives are expected to be completed before the end of 2013, the company said.

In a regulatory filing with the Securities and Exchange Commission, Avon said that its board on Monday ap-

proved initiatives connected with a global head-count reduction and the closure and rationalization of certain facilities. Those initiatives include the decision to leave the South Korea and Vietnam markets.

Avon said it expects to record total charges of \$80 million to \$90 million before taxes, with between \$50 million to \$60 million of the charges to be recorded in the fourth quarter of 2012. The balance is expected to be recorded in the first half of 2013.

The company in the third quarter posted an 80.7 percent slide in net income attributable to Avon to \$31.6 million, or 7 cents a diluted share, on a total revenue decline of 7.7 percent to \$2.55 billion.

While McCoy faces what many believe is an uphill battle, she didn't seem fazed by the daunting challenge.

McCoy promised to tackle the firm's challenges with a slow-and-steady approach. "We know what the problems are and they are solvable," she told analysts at the time during a conference call to Wall Street analysts.

The latest steps on the Avon front appear to be the first of what will be a series of changes ahead for the beauty firm.

The company said it "expected to communicate additional steps toward the cost-savings goal as it progresses."

Shares of Avon fell 1 percent to close at \$14.33 in trading Wednesday on the New York Stock Exchange.

Small Stores Sales Tick Ahead in Nov.

SMALL STORES saw a pick-up in sales during November, allowing them to outperform overall retail volume growth for the month.

The MasterCard SpendingPulse for Small Business survey, conducted in collaboration with Wells Fargo, indicated a 5.2 percent increase among smaller stores for the month, excluding automotive stores, a figure that rises to 5.8 percent when gas is excluded and to 7.3 percent with the further omission of food service establishments.

The 5.2 percent pick-up comes against a 4.2 percent rise in October and 5.6 percent growth in September. However, it is the second smallest increase of the year, surpassing only October's leaner growth. The small-store increase peaked in February at 10.3 percent.

"November sales were negatively impacted by weather events, especially in the Northeast," said Michael McNamara, global solutions leader at MasterCard SpendingPulse. "However, across the country as a whole, smaller retailers showed a good rebound from the slowing growth in October."

"That said," he continued, "November's pick-up alone isn't enough to stem the downward momentum in small business sales growth that we've been observing since February."

McNamara told WWD that Hurricane Sandy hurt luxury's performance for the month. "About 20 percent of all luxury spending is out of New York City, and the result for the month for all retail was slightly negative," he said.

While the apparel business had a "pretty rough first couple of weeks" due to the storm and its aftermath, which included a snowstorm, women's specialty stores finished the month with a 5.5 percent increase in the broader retail sector while independent jewelry stores, rebounding from softness earlier in the year, enjoyed a 7.6 percent sales increase for the month.

Apparel retailers — both independents and larger operations — did see good results on Black Friday, when they did better than overall retail performance, the MasterCard official noted.

The November results returned small stores to what had been, until October, a yearlong pattern of posting increases in excess of those for overall retail sales in the U.S. The 5.2 percent advance comes against a 4.5 percent rise in U.S. retail sales, again with the exclusion of automotive.

For purposes of the survey, "small" is defined as having less than \$35 million in annual sales and a payroll of less than 200 people.

— ARNOLD J. KARR
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FASHION SCOOPS

PROENZA'S NEW YORK POLES: Nearly six months after opening its first store on Madison Avenue, Proenza Schouler is scouting its second New York location in SoHo. During a pre-fall press preview, **Lazaro Hernandez** mentioned that Greene Street was likely. "We like the idea of having both ends of the island covered," said **Jack McCollough**. No word on when the SoHo store will open. — **JESSICA IREDALE**

HAPPY HANUKKAH: This afternoon, **Elie Tahari** is scheduled to join Israeli Ambassador to the U.N. **Ron Prozor** and city comptroller **John Liu** to light the world's largest Hanukkah menorah located on Fifth Avenue by The Plaza hotel. "I am beyond honored to be lighting the menorah in the Grand Army Plaza," Tahari said, who will ride in a cherry picker to light the 32-foot-tall structure. "The holiday season has always been close to my heart, celebrating Hanukkah with my family and friends brings me so much joy." Tahari's festive spirit unfortunately didn't extend to the Village of East Hampton. It asked him to remove his window displays with a summons that fluorescent lighting violates the town's ordinance. Tahari plans to replace the display with a vintage bust form, which, after Dec. 27, will feature the winning design of season two of "Project Runway All Stars." Tahari is a guest judge on an episode. — **MARC KARIMZADEH**

J. CREW'S SECRET SANTAS: J. Crew will cohost an event with Tumblr at The Standard in the Meatpacking District tonight, featuring 27 top Tumblr bloggers from the fashion and photography worlds. Each member of the group — which includes **Jamala Johns** of Miss Modular (also known as Le Coil on Pinterest), **Jeff Carvalho** of Selectism & highsnobiety, **Ben Bowers** from Gear Patrol, **Ani Tzenkova** from Trendland and **Alice Gao** from After the Cups — received a Secret Santa assignment, a \$101 J. Crew gift card and the retailer's "101 Gift Ideas" guide for inspiration. Bloggers were encouraged to get creative with the process — even using Pinterest to make wish list boards to make the gift giving process for their Santa's a bit easier. J. Crew is making an effort to get more active in the digital space and, in addition to relaunching its Twitter account @Jcrew, the retailer has begun to use both Instagram and Pinterest this past year. — **RACHEL STRUGATZ**



Waterproof items from Pirelli's fall P Zero collection.

MOTORBIKING IN THE RAIN: Pirelli P Zero has offered a preview of its fall 2013 collection, launching Rain Sottosella, a capsule of men's and women's waterproof, foldable motorbike clothing. The high-tech line includes a raincoat, a jacket and pants, all made with a water-resistant yet breathable polyester microfiber. In order to make them extremely lightweight and ergonomic, the pieces,

which are available in a color palette including red, blue and olive green, are made using innovative techniques, such as heat-sealing, and are assembled with ultrasound and special glues. Rain Sottosella is available exclusively at the Pirelli flagship in Milan, with prices ranging from 149 euros, or \$194, for the women's pants to 329 euros, or \$429, for the men's raincoat. — **ALESSANDRA TURRA**

SWEET SHOPPING: DailyCandy is getting a taste of the brick-and-mortar world, at least for the holidays. The online source for curated discoveries will open an in-store shop at The Standard hotels, starting today. A collection of gifts, handpicked by DailyCandy editors, will be available exclusively at The Standard hotels in New York (High Line), downtown Los Angeles and Miami, as well as on standardhotels.myshopify.com. The selection will be offered through Dec. 31. "We know from our insights that when digital brands do an offline activation, it resonates with consumers" said **Ashley Parrish**, editor in chief of DailyCandy, a unit of NBCUniversal's Entertainment & Digital Networks and Integrated Media. The 14-item collection includes Warby Parker sunglasses; a Ryan McGinness To-Do Calendar; Maison Martin Margiela-Ligne 13 Claustrophobic notebooks and feather pens; Araks thongs, and Cecily Brown beach towels. — **LISA LOCKWOOD**

HALL MONITOR: Hollywood has a fashion cycle all its own, governed by the red-carpet season rather than the runway season. Hence, Los Angeles designer **Kevan Hall** presented his spring signature collection last week at his new loft-style atelier timed to today's Golden Globe nominations. The salon-style runway presentation, during which models were accompanied by a string quartet playing just out of view, recalled in-house shows of a past era, where a small group of Hall's best customers and friends could ogle the hand-worked dresses and gowns up close. His loyal Hollywood following was front and center, including **Virginia Madsen**, **Teri Hatcher** and daughter **Emerson Tenney** and **Mayim Bialik**.

"No matter your size, Kevan designs for the body you have, instead of trying to smash things down or force you to wear Spanx. Most actresses really aren't comfortable in their red-carpet gowns, but I could truly sleep in a Kevan gown, and they make me look fabulous," said Madsen. Young "The Hunger Games" stars **Amandla Stenberg** and **Jacqueline Emerson** were getting a leg up on the art of red-carpet dressing, both donning Hall for the first time. — **MARCY MEDINA**

BY CHANCE: Los Angeles-based jewelry brand Tacori Wednesday launched its first short film, "Par Chance" directed by **Steve Antin** ("Burlesque") director and brother of celebrity hairstylist **Jonathan Antin**) and shot by **Thomas Nitzl**. The three-minute film on tacori.com features the company's bridal and fashion collections with a nod to its print campaigns shot by **Raymond Meier**. Timed to showcase both the company's new Web site and its City Lights collection, the film will also be used for television commercials and future advertising materials.

Retailer Michael C. Fina will also showcase the film in store as well as via a 30-second teaser on Taxi TV this month. While the film allows viewers to search the site for each piece shown, the company isn't diving into e-commerce, choosing instead distribution through its 450 wholesale partners nationwide. — **M.M.**

Pakistan Trucker Issues Drag On

(Continued from page one)
and owner of trucking company Pak Afghan Goods, said work at the Port Qasim in Karachi has come to a stop, with no containers being moved in or out. No one from the government has stepped forward to negotiate with the transporters. There are reports that the inspector general of motorways is set to meet with their representatives. The truckers' demands of the government include addressing issues such as road security that has seen rampant highway robberies, kidnapping of drivers and extortion, particularly in Sindh province, as well as what they feel are

"Additionally, we get 14 days to pick up containers from the port, transport them to our factories in Lahore, a three-day journey one way, and return them back before damages are charged," he said. "There are only three days left before we have to start paying these. APTMA [All Pakistan Textile Mills Association] has not done anything about this." Ahsan Bashir, chairman of APTMA, said, "The textile industry is export-oriented and the textile goods meant for export have been held stranded. The industry is also unable to procure raw materials as the supply chain of the textile industry was under pressure."



unfair load limits and high penalties for overloading and speeding. Export shipments from Punjab are stuck in Sukkur and Sindh, and are not being allowed into Karachi, the port city, said Najeeb Malik, managing director of Master Textiles in Lahore. Cotton and polyester shipments into the country are also stuck at the port. "We have not spoken to importers as yet because we have signed contracts," and in the garment business, he said, "especially during the Christmas season, even a one-week delay is unacceptable. Every day we are told that the situation will be resolved.

He also requested the customs authority to waive off demurrage of containers stranded at the port to help the industry. U.S. apparel and textile imports from Pakistan fell 4.8 percent to 2.4 billion square meter equivalents for the year ending Oct. 31, according to the Commerce Department. The value of the combined shipments fell 12 percent to \$2.9 billion. Shaukat Ali, senior manager shipping at Matrix, a textile buying house in Lahore, said since brands contract the freight forwarders, who have appraised them of the situation, importers are so far being understanding.

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Fed Puts Focus On Employment

By EVAN CLARK

BEN S. Bernanke has his magic number. The Federal Reserve, which Bernanke heads as chairman, said it wouldn't raise the benchmark federal funds interest rate until unemployment falls to at least 6.5 percent from the current 7.7 percent.

Previously, the Fed said it was likely to wait until mid-2015 before raising the Fed funds rate, which currently ranges from zero to 0.25 percent. The shift doesn't change the timing of when officials believe the economy will be strong enough to grow on its own, but it does tie monetary policy directly to a specific target, even if there is wiggle room for the Fed to think on its feet.

With prices steady even with low interest rates, Bernanke is focused on the job front.

"About 5 million people — more than 40 percent of the unemployed — have been without a job for six months or more, and millions more who say they would like full-time work have been able to find only part-time employment or have stopped looking entirely," Bernanke said at a press conference. "The conditions now prevailing in the job market represent an enormous waste of human and economic potential."

Bernanke's position gives him great sway. And even though Forbes named him the sixth most powerful person in the world this month, the Fed chief said he could only do so much.

Already the Fed is doing more. The central bank said Wednesday it would pump more money into the economy by buying \$45 billion in Treasury bonds each month, replacing a program that previously swapped out short-term debt for longer-term obligations.

"Monetary policy has its limits," Bernanke said. "Only the private and public sectors working together can get the U.S. economy fully back on track."

Step one is avoiding the fiscal cliff — a term Bernanke coined to describe the potentially toxic combination of automatic tax hikes and spending cuts slated to take effect next month. Bernanke said lawmakers need to both address the issue in a way that does not hurt the recovery and also lays the foundation for a long-term fix.

Although stocks initially gained on the new support for the economy, markets slipped back as investors continued to fret over the fiscal cliff.

Shares in the S&P Retailing Industry Group gained just 0.1 percent, or 0.86 points, to 656.65, as the Dow Jones Industrial Average gave up earlier gains and fell 2.99 points to 13,245.45.

Among the day's decliners were G-III Apparel Group Ltd., down 6.3 percent to \$34.03; Quiksilver Inc., 4.8 percent to \$4.01, and Wal-Mart Stores Inc., 2.8 percent to \$68.94.

True Religion Bidding Heats Up

(Continued from page one)

Falconhead acquired a 50 percent stake in the brand in 2008 for \$100 million. Strategic buyers are said to have been pitched late last year, although no deal materialized. At least one investment banker in the retail and apparel space said an issue with NYDJ is that it is a brand that is functional-focused in terms of its trademarked Lift Tuck Technology for Baby Boomers, and not fashionable enough for buyers who are seeking good brands in the contemporary market.

Moross disputed that, noting the women's denim brand has had consistent, double-digit growth in wholesale and at retail in the department store level.

"We believe that we have numerous worldwide opportunities, including new product categories, distribution channels and international territories, and we are focused on maximizing the brand's huge potential," the Falconhead chairman said.

True Religion said in October it had formed a special committee to explore strategic alternatives after "indications of interest" from third parties. Market and financial sources said the company



True Religion's cuffed denim shorts.

put out feelers in the summer to test the waters. First-round bids were received in the last week of November.

The Vernon, Calif.-based premium denim firm last month said net income for the third quarter ended Sept. 30 grew 2.1 percent to \$12.3 million, or 49 cents a diluted share, on a 9.4 percent gain in net sales to \$118.5 million.

Manhattan-based Sycamore Partners in August closed on its first fund, and now has more than \$1 billion in capital under management.

Sycamore's first deal, in November 2011, was a 51 percent stake in Limited Brands Inc.'s sourcing division Mast Global. That was followed in May with the announcement that The Talbots Inc. had finally agreed to be acquired by the private equity firm in a transaction valued at \$369 million.

Most recently, Sycamore surfaced as a potential bidder for Cole Haan, which Nike Inc. recently sold to Apax Partners for \$570 million.

Whether or not it acquires True Religion, Sycamore is expected to continue to search for investment opportunities in the fashion and retail space.

Online Sales Growth Slows, but Remains in Double Digits

By ARNOLD J. KARR

ONLINE GROWTH rates this holiday season have stayed in double digits.

According to an update on online purchasing activity from Reston, Va.-based digital research group ComScore Inc., e-commerce purchases between Nov. 1 and Dec. 10 totaled \$29.26 billion, 12.9 percent above the \$25.91 billion sold during the comparable days last year.

Sales on Green Monday, Dec. 10, were up 12.5 percent to \$1.28 billion from \$1.13 billion, making it the third heaviest day for online buying for the season to date, behind only Cyber Monday,

Nov. 26, at \$1.47 billion, and Tuesday, Dec. 4, at \$1.36 billion.

Last year, Green Monday sales rose 18.8 percent, breaking through the \$1 billion barrier from \$954 million in 2010.

At first used to refer to the strongest day of online selling in the month of December, Green Monday is now the second Monday in December and, as in 2011, trails both Cyber Monday and the preceding Tuesday.

"While Green Monday remains a very important day for the season, as consumers have gained confidence with on-time shipment delivery, there is perhaps less urgency than there once was to make those final purchases at least two weeks in advance

of Christmas Day," said Gian Fulgoni, chairman of ComScore. "What we've seen over the past few years is a tendency for heavy spending to continue late into the week of Green Monday and right up until Free Shipping Day, which this year falls on Dec. 17."

Free Shipping Day generally is the last day that consumers can avail themselves with free shipping privileges from online retailers and still be guaranteed delivery by Christmas Eve.

ComScore reported that gains on Green Monday were driven by a 10.7 percent increase in transactions, to 15.9 million; a 6.6 percent rise in spending per buyer, to \$140.95, and a 5.5 percent increase in the number of buyers,

to 9 million. Transactions per buyer rose 4.8 percent, to 1.76, while spending per transaction ticked up 1.6 percent, to \$80.11.

While somewhat slower than growth in recent years, online sales have continued to outperform overall retail sales by a wide margin — more than four times the 3 percent gains being registered by many stores. They've also been a major contributor, in many cases the largest, to sales gains among brick-and-mortar retailers.

Although ComScore doesn't report precise sales numbers for product classifications, it does provide percentage gains, for the season to date, for categories that have outperformed overall spending patterns. So far this

year, sales gains have been led by digital content and subscriptions, up 22 percent; toys, up 18 percent; video game consoles and accessories and consumer electronics, both up 15 percent, and computer hardware, up 14 percent.

Apparel and accessories and health-beauty products failed to qualify. ComScore noted that consumer electronics purchases are being led by sales of smartphones, themselves a principal component of increased online buying activity.

The data for the results so far this season imply that online sales for the period spanning Dec. 3 and Dec. 10 rose 9.1 percent, to \$7.91 billion, from \$7.25 billion in 2011.

Johnny 'B' Good

While he may be the first freshman to take home the Heisman, Johnny Manziel's style is on its way to being upper class.



PLUS: London-based Timothy Everest is on a mission to redefine the meaning of tailoring. Page MW2

December 13, 2012

Men's Week

High Spirits

LONDON — Patrick Grant of E. Tautz is among the designers getting set to show their collections during the second edition of London Collections: Men, from Jan. 7 to 9, as the British capital continues to ride the wave of excitement generated by the Olympics, the Queen's Diamond Jubilee and the Duchess of Cambridge's pregnancy. For fall, Grant took his cues from religion. "The idea of Sunday best, kitsch religious icons and household artifacts," he said. Here, he puts the finishing touches on a blue-black wool suit with a textured check and a flannel sport shirt in a shade he calls RAF, or Royal Air Force, blue. For more on London Collections: Men, see pages MW4 to MW6.



PHOTO BY TIM JENKINS

EYE ON LONDON

U.K. Designers Fired Up for Fashion Week

The inaugural London Collections: Men, in June, provided a boost to business.

by SAMANTHA CONTI

LONDON — Britain's men's wear designers are buzzing with anticipation in the run-up to the January edition of London Collections: Men, ready to ride the wave of swelling sales and publicity generated by the pilot showcase last June.

Fashion folk aren't the only ones rewinding for the three-day event that runs from Jan. 7 to 9. WWD has learned that Britain's Prime Minister, David Cameron, will host an evening reception to launch the week, at 10 Downing Street on opening day.

Fashion houses said the British Fashion Council's first men's showcase in June was such a boon for business — and for London's international profile — that they're itching for the second round to begin.

"It's had a major impact on business and on our international press exposure," said Clive Darby, the founder and creative director of the label Rake. "The shows mean there are a lot of eyes on London."

While he didn't pick up any new accounts for the spring season, Darby said the exposure he gained and relationships he forged in June will help to boost sales at least 15 to 20 percent for fall.

Christopher Raeburn, whose show closed the June collections, said he saw a big shift in his relationship with the buyers. "By the time we went to Paris [to sell], they had seen the collection already, and were well-prepared. They weren't buying blind. We never had that opportunity before," he said.

Raeburn said he nearly doubled his list of wholesale clients — he picked up such stores as Isetan, United Arrows and Colette — and saw a 40 to 45 percent bump in sales for spring, which he said is traditionally a smaller season compared with fall. For fall, he's expecting 20 percent growth year-on-year.

For spring, Lee Roach picked up such stores as Dover Street Market and the Comme des Garçons Trading Museum in Tokyo. Like other designers, he's planning to build on the London momentum to expand his collection for fall. "We'll be introducing knitwear, increasing our outerwear offer, and are working on a new footwear collaboration," he said, but declined to give further details.

Patrick Grant, whose E. Tautz label will show on Jan. 9, said he saw about "10 times" the number of buyers in June than he was used to seeing at his shows back when London's men's shows were tacked on to the end of the women's wear shows in February and September.

"Usually, we'd see British buyers and a smattering of Japanese ones, but in June there were ones from China, the Middle

(Continued on page MW6)

Ami Chooses Marais for Paris Store

by MILES SOCHA

PARIS — Buzzy French men's wear designer Alexandre Mattiussi — whose label reads Ami, the French word for friend — is out to win more of them with his first boutique, which opens today on the northeastern edge of the city's burgeoning Marais district.

The 800-square-foot unit is located at 109 Boulevard Beaumarchais, next door to the concept store Merci that is perpetually thronged with hipsters and young families, especially on weekends.

"We think it's the perfect location for Ami," Mattiussi said, mentioning the Acne boutique around the corner as an additional attraction in the lively neighborhood, which is chockablock with art galleries and fashion boutiques.

Known for his straightforward, masculine clothes with a classic-yet-hip vibe, Mattiussi said he wanted his first store to be as invit-

ing as an apartment, though not overly decorated. "Charming and cozy" is how he described the long, narrow space, with its point de Hongrie parquet floors, raw ceiling and a loden curtain that can be drawn across the 12-foot window to seal off the store.

For the store design, he turned to his friends, who led him to Studio KO's interior architects Karl Fournier and Olivier Marty. The duo mainly does residential projects, and are said to be involved in renovating the mythic Château Marmont hotel in Los Angeles.

Customers enter to the left of the store in a concrete vestibule Mattiussi painted gold for a "grotto" effect. Black metal racks holding the fall-winter collection hug one wall, while leather-topped tables — inspired by antique cutting tables — anchor the middle, displaying sweaters and leather goods.

In tandem with the store, Mattiussi introduced the first of a series of collaborations with friends, famous or otherwise, who will create products exclusively for the store.

First up is cap maker Larose Paris, who did a few styles under the Larose for Ami label.

Mode et Finance, a French venture capital firm managed by CDC Entreprises, recently took a minority stake in Ami, with funds earmarked for retail expansion, as reported.

Mode et Finance specializes in long-term investments in small- and medium-size companies in the fashion and luxury sectors



Views of the Ami store in Paris.

PHOTOS BY DOMINIQUE MATTHE



that are profitable, generate revenues of at least 500,000 euros, or \$650,000 at current exchange, and show strong potential for international growth.

Mattiussi said he is looking at 2014 to open another retail unit, likely on the Left Bank of Paris, and can envision several more units in the French capital.

Looking a couple of years down the road, he aims to open international locations, with London and New York among the priorities.

The designer cited a "very encouraging" response to two monthly pop-up stores he operated in Paris, in September 2011

and March 2012, strengthening his conviction that expanding into retail was the right strategy. The experience also gave him great insights into his clientele, he said.

At present, Ami is sold in about 42 doors worldwide, including Barneys New York in America, Lane Crawford in Asia and Mr Porter on the Web.

Born and raised in Normandy, France, Mattiussi has worked for such brands as Dior Homme, Givenchy and Marc Jacobs before launching Ami Alexandre Mattiussi in 2010 with a group of about 10 individual investors. He remains the majority shareholder.

Tailor Tim Breaks Out of the Box



Timothy Everest

spoke suit prices — they average around \$5,600 — the designer created a Bespoke Casual collection, a line that takes its inspirations "from the East End streets" that surround the company's offices in Spitalfields and includes classic pieces such as a towncoat or peacoat with updated linings and trims.

"We made a few interesting pieces," he said, using traditional fabrics such as tweeds as well as jeans and woven shirts. The success of this test led Everest to create a ready-to-wear collection that he will offer for spring. "It's about questioning the future of tailoring," he said. "We like the idea of being touched by bespoke, but then we deconstruct it."

The Bespoke Casual collection, whose name he expects to change, will retail for around \$900 for a jacket, \$300 for jeans and \$220 for shirts. "We're trying to appeal to the premium end of ready-to-wear," he said.

Beyond that, Everest will expand his successful collection with Superdry that launched in 10 European stores in September. He created two suit styles and two tweed jackets and previewed them during London Collections: Men in June. Although he wasn't sure the jeans-and-graphic-Ts Superdry customer would embrace his look, he said sales were strong despite the high price points. A towncoat, for example, was \$400 and a sport coat was \$300.

"We thought it might have been a bridge too far, but the sell-throughs have been great."

A second men's wear collection will be offered and the company will also add women's wear. Those lines are expected to hit retail in February and will be

sold at Superdry's U.S. stores as well. "It's a big push for us. It keeps the brain useful and fresh," he said.

Everest is also continuing with his collaborations with Hancock, which will be shown at the Pitti Uomo show in Florence next month, as well as Brooks, Pearson, Rapha and others. For spring, he's working with Future Laboratory on a 22-piece collection that blends the skill and heritage of tailoring with more casual pieces. It will include Albany collar cotton shirts, tailored jeans and unlined cropped wool jackets.

At the same time, Everest has been busy with several celebrity projects, including dressing Ralph Fiennes for the latest James Bond movie.

Everest said his work on "Skyfall" was "top secret," so he didn't get any press about wardrobing Fiennes, who will take over the role of M in future Bond projects. "I couldn't talk about it," he said, noting that Tom Ford did a great job — and got all the publicity — dressing lead actor Daniel Craig. But he was brought in to work with Fiennes.

"It was a low budget for a Bond movie and they were looking for someone to dress Ralph," he said. "He wasn't sure what he wanted — he was trying to find himself. So we went with a little bit of Prince Charles for the final scene where he was standing there in a double-breasted suit and tie. He looked the part of M."

Everest, who was also involved in the "Tinker Tailor Soldier Spy" and "Prometheus" films this year, expects he'll continue to dress

A look from the Superdry collection.

by JEAN E. PALMIERI

TIMOTHY EVEREST is on a mission to redefine the meaning of tailoring.

The London-based bespoke tailor, who is in New York this week visiting with and fitting clients, has succeeded in translating his skills into a variety of iterations.

"The demands of men's wardrobes are different today. For many, the formal three-piece suit is no longer relevant, but men still want to look their best. They also have a sophisticated understanding of tailoring and craftsmanship — and fashion — but want something more accessible and applicable to their day-to-day lifestyles," he explained.

This comes despite the fact that "bespoke is really strong," he said, particularly in the U.S., Middle East and Asia. "It's taken a long time for people to get into it, but now they've embraced it."

For those who can't afford Everest's be-

Wilts to Join Hilfiger Europe

INGO WILTS is about to resurface.

Days after leaving Elie Tahari, where he served as creative director for the past six months, Wilts is joining Tommy Hilfiger Europe as creative director of men's wear. The German native, who will assume his new position on Jan. 14, will report to Hans Dietvorst, senior vice president of men's wear. He will oversee men's sportswear, according to the company.

Before joining Tahari, Wilts was senior vice president and creative director of Kenneth Cole Productions Inc. He also served as senior vice president and creative director at Hugo Boss and its Boss Black, Boss Selection and Boss Green divisions, designing women's and men's wear and accessories for nine years.

— MELISSA DRESSER

Fiennes for the next couple of Bond films.

Outside of the big screen, Everest has also been collaborating with the Rolling Stones during their current world tour. "We've worked with them for many years," he said, "and have done quite a bit for the stage and press junkets." He said that during the band's recent concert in London, one of his assistants sat backstage from noon until midnight "in case they split something." Luckily, the outfits stayed intact, but she was called into service to create microphone pockets because the musicians were chafing.

All in all, Everest said 2012 was an "extraordinary year for us Brits," with the Olympics, the Queen's Jubilee and now the Duchess of Cambridge's pregnancy. And he's hoping the momentum will continue into 2013.

LONDON COLLECTIONS: MEN



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**The Hospital Club, 24 Endell Street
London WC2H 9HQ**

londoncollections.co.uk

**BRITISH
FASHION
COUNCIL**

Photographer: Sam Hofman, Set Designer: Sarah Parker



J.W. ANDERSON

"It's a continuation of the SS13 men's collection into explorations of new architectures for men's wear."



PHOTO BY TIM JENKINS

JEREMY HACKETT *"The collection, with its British-made fabrics and clothing, was inspired by the Prince of Wales check. Part of the proceeds from the sale of the collection will go to the Prince of Wales Foundation."*

FALL MUSINGS

From Gunter Sachs and Redsand Sea Forts to the Shetland Isles and the Wee Free Church, designers share their visions on their men's collections for fall. — LORELEI MARFIL



LOU DALTON

"Time spent in the Shetland Isles as well as re-watching classic movies like 'Local Hero' — a mix of a Texan oil baron and the raw state of the Shetland landscape were the foundations I built the AW13 collection around."



PATRICK GRANT, DESIGNER AND OWNER, E. TAUTZ *"This season, we've taken our inspiration from the Wee Free Church in the Scottish Hebridean Islands, the idea of Sunday best, kitsch religious icons and household artifacts, and the idea of the fractures and dislocations in a close society that staunch observance of the Sabbath creates."*



JOHN SMEDLEY "Our brand is founded on a number of great ideas, not least the design and manufacture of Long Johns since the early 1800s. Indeed, Long Johns are synonymous with John Smedley because of this. Of course in the old days the only color they came in was ecru; then in the 1930s the advent of synthetic dyes coincided with the growing new sport of skiing, and colorful Long Johns became part of the John Smedley collections. This season we have taken inspiration from 1930s-1960s skiwear in our own archive and reinterpreted it for the modern gent."



RICHARD NICOLL "I've been thinking a lot about the idea of 'the perfect boring' and 'special normal', so clothes that are modest and simple, charming, easy, elegant and authentic. I like the idea of creating the perfect wardrobe staples that balance classicism and youthful energy."

RICHARD JAMES "Park Life, a unique fixture of London life that abounds with a curious, all-consuming life of its own. Exhibitions and exhibitionism, the innocent and the illicit...It's an intriguing, inimitable parallel world that rings out with such big colors as the reds of bandsmen's uniforms, the burnished gold of autumn leaves and the deep purples of hedgerow fruit."



CLIVE DARBY, CREATIVE DIRECTOR, RAKE "Gunter Sachs and his Saint Moritz apartment to David Niven playing the Phantom in the first 'Pink Panther' film. From après-ski to private party. Colorful, fun, witty and elegantly stylish."



MR. START "For AW13 it's again an exploration in how men wear suits; they must be simple yet strong and above all easy to wear. The best design for me is always invisible yet extremely useful. I am always inspired by contemporary architecture — its structure and deceptive simplicity."



CHRISTOPHER RAEBURN "I've had a long-standing obsession with the Redoubt Sea Forts off the coast of Whitstable. They were built during the Second World War to serve as defensive gun platforms to help protect London. My inspiration has really come from reimagining these structures for modern life and the garments that you might need to operate there. As always we're careful to bring the collection into a wearable format but it's been really interesting to use the Sea Forts as a starting point — so many of our fabrics in the Remade range for this season are really functional and lend themselves towards that environment."

Men's Fashion Week Seen Boosting Sales, Image

(Continued from page MW1)
East, Europe, North America and South America." He said his spring season was a bumper one, too, rising 30 percent year-on-year.

Grant said he believes the men's showcase has come at just the right time.

"There's a good crop of emerging men's wear designers now — James Long, Christopher Shannon, J.W. Anderson, Lou Dalton and Shaun Samson — and a whole new wave of talent coming up like Agi & Sam, Matthew Miller and Lee Roach. Had London Collections been staged three years ago, it would have been a damp squib," said Grant.

He added that London's designers all have an independent streak — which sets the week apart from its competitors. "They're not all formulaic. They design what they feel like designing, and they don't feel so constrained to be commercial — so the week feels like fun," Grant said. "We all have a different take, and we spur each other on."

Ed Burstell, managing director of Liberty, said the buzz about London men's week has even spilled onto the shop floor. "People are aware of what is going on, and they want to see who's doing windows," he said, adding that the store's men's business

overall has been "really strong," with a 12 percent uptick in sales over the past two years.

"The slim silhouette is still popular, and men have really embraced color. They've also caught up with the ladies, dressing high-low," said Burstell. About 15 percent of Liberty's men's offer comes from London designers, including Dalton, Orlebar Brown, John Smedley and the footwear label Mr. Hare, which is also on the BFC's January schedule.

Jeremy Hackett said the publicity generated by his first catwalk show last season has helped to fuel the brand's global expansion.

"We had tremendous reaction to the show in the press and on the Internet. It's a good way of reaching out to our customers and raising our profile," he said.

The Hackett brand — owned by the Spanish investment company Torreal, which also owns Pepe Jeans and has a joint venture with Coach in Europe — has recently opened its first Chinese store, a 4,000-square-foot unit in Hong Kong. It is set to unveil a similar-sized store in Shanghai in March. Last month, Hackett opened its first stand-alone store in New Delhi.

Hackett isn't the only brand that's using fashion week to fly the

company flag. The London-based artist and designer Aitor Throup plans to launch his first full-blown collection during the showcase next month.

During the June showcase, Throup staged a taster presentation of what he calls his "distilled, generic product," which sells through stockists such as Dover Street Market in London and Tokyo; Atelier New York, and I.T in Hong Kong.

He said he's excited about unveiling the full collection in London. "London feels right. It's such a special time for the city, and it's part of who I am," he said.

SEE AND BE SCENE: Things to Do During London Fashion Week

NEW CAFE SOCIETY

The elegant British institution Café Royal was founded in the mid-1860s and, over the past 150 years, has boasted patrons ranging from Oscar Wilde and Sir Arthur Conan Doyle to Brigitte Bardot and Elizabeth Taylor. The building, which was closed in late 2008, has undergone a full restoration — with interiors featuring a treasure chest of gold leaf, Carrara marble and brass fixtures — as well as a redesign at the hands of David Chipperfield. It is now a hotel with 159 rooms, including restaurants, bars, six gilt-edged suites and even a meditation room downstairs, and it will be fully open by March. Ten Room, the brasserie-style eatery located within the hotel, has just opened, and features all-day dining, including à la carte breakfast, lunch, dinner, snacks and afternoon tea.

— LORELEI MARFIL

Ten Room, Café Royal
68 Regent Street, W1B 4DY
Tel.: +44-207-406-3333
Web: hotelcaferoyal.com

BANKING ON BUDDHA

The international franchise Buddha-Bar has landed in Knightsbridge. This restaurant-bar-lounge has an opulent, Far Eastern ambience and, like the other outposts worldwide, offers Pan-Asian cuisine. Signature dishes include the Buddha-Bar chicken salad, seared sesame tuna and wok-fried beef, while the kitchen has also created special dishes for London, such as venison tatakai, smoked duck and foie gras gozo. The cocktail list features creative concoctions with names such as Heart of Darkness and Oh My Dog!

—WILLIAM DE MARTIGNY

Buddha-Bar
145 Knightsbridge, SW1X 7PA
Tel: +44-203-667-5222
Web: buddhabarlondon.com



Eric Chavot

LAND GRAB

Eric Chavot will open the doors to his new restaurant, Brasserie Chavot, on Conduit Street in Mayfair, this month with ingredients and products sourced from the remote corners of Great Britain and artisan producers from the rural regions of France. Chavot has handpicked venison from Ireland, lamb from the Pyrenees, charcuterie from the Massif Central and cheeses from Bordeaux. His exuberant personality is firmly imprinted on the design and decor of the 75-cover restaurant, and in the creation of a menu that reflects his classical training and his contemporary take on traditional dishes. Special dishes include gigot de lapin, or leg of rabbit with black pudding and apple, and roasted venison with root vegetables and jus de liqourice on a menu that is an homage to French and British cuisine. — L.M.

Brasserie Chavot
41 Conduit Street, W1S 2YQ
Tel: +44-207-078-9577
Web: brasseriechavot.com



Vignettes from "Valentino: Master of Couture" exhibition at Somerset House.

VALENTINO'S DAY

This major new exhibition celebrating the couture designs of Valentino showcases more than 130 dresses, gowns and suits worn by the designer's fans, such as Jacqueline Kennedy Onassis, Grace Kelly, Sophia Loren and Gwyneth Paltrow, in an unusual — and highly interactive — installation created specially for Somerset House. The exhibition replicates a couture fashion show, with visitors actually walking the runway to view the designs, which include the pale ivory lace dress that Kennedy wore to marry Aristotle Onassis in 1968; the black velvet evening gown with white ribbons that Julia Roberts donned for the Academy Awards in 2001, and Princess Marie-Chantal's wedding gown from 1995. The show also includes a host of daywear looks, personal photographs and couture-show invitations from the archives at Valentino's 17th-century Château de Wideville, near Paris. The show runs until March 3. — W.D.M.

Somerset House, Embankment Galleries, South Wing, WC2R 1LA
Tel: +44-207-845-4600
Web: somersethouse.org.uk

PACKING A PUNCH

On a quiet corner of Grosvenor Square in the heart of Mayfair lies one of the capital's newest drinking spots, Luggage Room. Step through the engraved stone doorway and into the original storage spot for travel bags and trunks, and a decadent discovery awaits. Bar manager Abdulai Kpekawa and his team have created a menu of classic cobbler, martinis and punches reflecting the energy of London high society. Statement

drinks include the Aviation, made from gin, maraschino liqueur and lemon, and the signature cocktail, The Bentley Cup, which includes gin, elderflower syrup, cucumber water, marmalade, vodka and Champagne. Abdulai and his team will also be serving up a selection of inventive cups, punches and cobbler, including Fish House Punch (cognac, rum, peach, lemon and sugar) and Boston Cobbler (port calvados, lemon, orange and pineapple). — W.D.M.



Luggage Room
Grosvenor Square, WRK 6JP
Tel: +44-207-514-1679
Web: www.luggageroom.co.uk

A DOLL'S HOUSE

Imagine going to visit an eccentric, vodka-loving Russian granny and carbo-loading with her in her slightly kitsch, folksy, overstuffed home. Mari Vanna, a Russian restaurant in Knightsbridge, lovingly serves up Russian classics, such as caviar, as well as



VALENTINO PHOTOS BY PETER MACDONALD
GETTY IMAGES FOR SOMERSET HOUSE

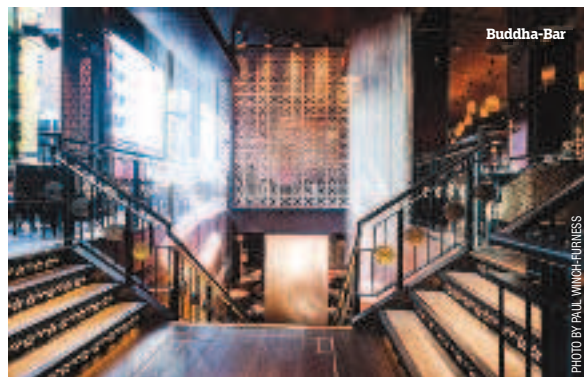
more humble fare, such as little meat-stuffed dumplings that come with soured cream or cabbage leaves stuffed with pork, veal and rice. The calf's liver in truffle sauce is a study in richness — just the thing for cold January nights. The restaurant — which also does a lovely afternoon tea — is one of a small chain, with outposts in Moscow, Saint Petersburg and New York. — JULIA NEEL

Mari Vanna
Wellington Court, 116
Knightsbridge, SW1X 7PJ
Tel.: +44-207-225-3122
Web: marivanna.co.uk

HER MAJESTY'S SERVICE

The Diamond Jubilee year is coming to an end, but it will live on in the history books. A notable one, "Her Majesty, Queen Elizabeth II," has just been released by Taschen Books. It celebrates the queen's private and public lives through hundreds of photographs, many previously unseen and sourced from multiple archives in the U.K., Europe and the U.S. Edited by Reuel Golden, it includes images by Cecil Beaton, Lord Snowdon and Patrick Lichfield, as well as more recent pictures from the likes of Wolfgang Tillmans, Rankin and Annie Leibovitz. Vivienne Westwood has designed a limited edition of 1,000 covers and clamshell cases for the title, which costs 99.99 pounds, or \$160 at current exchange, from taschen.com or at the Taschen shop off Sloane Square. — J.N.

Taschen Books
12 Duke of York Square London, SW3 4LY
Tel: +44-207-881-0795
Web: taschen.com



Buddha-Bar

PHOTO BY PAUL WINCH-FURNESS

ENK to Exit Men's, Footwear Shows

by DAVID LIPKE

ENK INTERNATIONAL WILL exit the men's and footwear businesses as part of its acquisition by Advanstar Global, owner of the MAGIC and Project trade shows. ENK will focus on building its portfolio of women's, accessories and children's wear shows, which include Coterie, Accessorie Circuit and Children's Club.

In January, ENK will fold its ENK NYC men's trade show into the Project New York show. In February, the ENK Vegas show will migrate all its men's brands to the Project Las Vegas show in the Mandalay Bay Convention Center. Conversely, the women's section of Project Las Vegas will transfer to the ENK Vegas show, which will move from its traditional home in the Wynn Hotel to the Mandalay Bay Convention Center. The split means Project Las Vegas will be dedicated to men's and dual-gender brands and ENK Vegas will concentrate solely on women's brands.

In the footwear space, ENK's WSA show in Las Vegas and Sole Commerce show in New York will be moved under the aegis of Advanstar, where they will be overseen by Leslie Gallin, vice president of footwear at Advanstar. Gallin reports to Tom Florio, chief executive officer of Advanstar Fashion Group.

The move will consolidate the footwear shows under Advanstar's umbrella, which includes the FN Platform show in Las Vegas. No decision has been made yet to consolidate WSA with FN Platform, said Florio.

"We need to go over and see how the shows work and what the needs of our exhibitors are," said Florio. WSA is staged in January and July, while FN Platform is held in February

and August, in conjunction with MAGIC and Project.

Advanstar will add a show called The Tents as part of the upcoming MAGIC marketplace, as a home for high-end designer and directional brands. Additionally, the Street and S.L.A.T.E. shows will be replaced and fused into a single show renamed MVMNT, dedicated to youth culture. "There's a whole urban culture that transcends social strata," explained Florio of the reimagined and re-merchandised category.

Tom Nastos, president of ENK, said the changes would create a unified marketplace with carefully distinguished shows for vendors and buyers. The Advanstar and ENK shows will operate independently of each other going forward, he emphasized.

Next month, Advanstar is set to roll out the launch of its digital trade show platform at Shopthefloor.com. The service will allow Advanstar and ENK vendors and buyers to plan, place and track orders with each other, via private online showrooms. The site will operate 30 days prior and 30 days after each real-world trade show to facilitate the buying process.

Each vendor will also control a public page on the site to allow consumer access and interaction with the brand. "We are changing the value equation and creating a 60-day experience each season around our trade shows," said Joe Loggia, ceo of Advanstar Communications Inc., who is directly overseeing the online initiative.

Shopthefloor.com enters a digital sphere populated by existing online fashion marketplaces and wholesale buying platforms such as Pop-Market, Joor, Brandboom, NuOrder and the Handshake mobile app.

Next month, Advanstar is set for the launch of its digital trade-show platform at Shopthefloor.com.

PVH Sees Underwear Growth in 2013

PVH CORP HAS big plans for the underwear and loungewear division in 2013 — and that's not counting the impending addition of the Calvin Klein underwear label to the stable.

"Underwear has been a very healthy business for a while," said Mitchell Lechner, president of the PVH Dress Furnishings Group. "It's been the strongest segment of furnishings for over a year. The men's wear industry is becoming more aware of the opportunities and importance of the men's underwear category. Underwear provides the male consumer an opportunity to add an element to his wardrobe that complements his style and personality."

According to The NP Group, men's underwear sales this year are up 6.7 percent through October.

To take advantage of the growth, PVH is planning several launches and product extensions for 2013. Although Lechner could not discuss Calvin Klein underwear since the corporation's \$2.9 billion acquisition of Warnaco Group Inc., the holder of the Calvin Klein underwear license, is still pending, that addition is expected to further boost the company's underwear

business. Calvin notwithstanding, PVH is planning a new "soft-hand program" launch for Chaps; an expanded fashion boxer program for Izod; more technical fabrications under the Michael Kors brand, including a new cotton Modal program, and a stretch program for Van Heusen.

The Tommy Hilfiger brand is putting its muscle behind loungewear and boys' wear, both of which will launch for spring, Lechner said. Bright oranges, blues and greens will give life to the label, he said. Exploded plaids in woven boxers, fun colorful prints and boxer briefs in blues and grays will also be offered.

Lechner said American men used to be "tightly white guys," but now technical fabrics and saturated colors have transformed the category into "lifestyle product." This translates into loungewear, too. "Because of the technical fabrics, he can just run out for coffee or to walk the dog and be comfortable in what he's wearing."

Lechner said in the past, "function and fit were the main reason men would purchase certain brands of underwear. But we are also



A look from Tommy Hilfiger.

seeing a shift in buying patterns. Today's consumer crosses silhouette lines as well as varied colors, patterns and fabrications. It's a real positive move for the industry."

— JEAN E. PALMIERI

Man of THE WEEK

JOHNNY MANZIEL: B

The first freshman to win the Heisman Trophy is channeling old-school American-inspired men's wear with his Tallia suit, Dion tie and Donald Pliner shoes. But Johnny Football — whose uncle Harley Hooper, of Harley's men's stores in Texas, dressed him for the big night — needed to visit the alterations department to create a cleaner pant cuff.



The perfectly fitted jacket frames his shoulders with style and minimizes his 200-pound frame.

The sharp neck stance and flawless spread of the custom shirt by Custom Up enhances his facial features and is a great choice for someone his size.

He nails the quintessential men's wear rule of showing one inch of shirt cuff, and adds a final touch with a bit of cuff-link bling.

Although it's the right width and texture, a less sorbet color would have been more youthful.

Not exactly the best accessory to take out on the town, but great for the mantel — if it's a big one.

The sea of folds messes with the sleekness of the look and clashes with the ultrapolished boot.

We know he's only 20, and he's from Texas, but please keep the boots to wear with jeans for the weekend. Buy a lace-up.

PHOTO BY HEINRY RAY ABRAMS/AP

MEMO PAD

PROJECTING AN IMAGE: Robert Graham is ready to take a higher profile and has enlisted Yard, the strategic image-making agency, to help.

Last year, the brand, known for its colorful men's shirts, sold a majority stake to Tengram Capital Partners LLC and brought industry veteran Michael Buckley on board as chief executive officer. "The company hadn't done any substantial marketing in the past," Buckley said. "When we acquired a controlling interest, we said we would expand into other classifications, add licenses and roll out retail. Now that we've done that, it was time to get our branding in line and get more recognition."

Yard developed and conceptualized a campaign that features an original Robert Graham man collage by British artist Peter Clark. The illustration uses the brand's iconic colors and trims as well as several textiles.

The campaign made its debut last weekend at Art Basel in Miami, where the image was projected at several outdoor venues throughout Miami Beach, the Design District and Downtown. The image will also be used in print publications beginning in February, as well as in the company's stores, on its Web site and on billboards and kiosks.

Buckley said Robert Graham is planning to open another five stores in 2013 to add to the five it is currently operating. The new stores will include a location at the Fashion Show Mall, in Las Vegas, and the company continues to look for a site in New York's SoHo.

"The best way to show the brand 365 days a year is in our own stores," he said. "That way, people can come in and see what the entire brand is about." He said the stores currently operating are doing well and are helping to "increase the recognition of the brand."

Also on Wednesday, the company said it signed a licensing deal with Revolution Eyewear for sunglasses and ophthalmic glasses. The eyewear will debut for spring. — JEAN E. PALMIERI

OFF THE SLOPES: Carsten Hendrich has been named head of brand management and communications at Willy Bogner GmbH & Co. KGaA. He has also joined the Munich-based company's executive board. In his new role, the 38-year-old Hendrich is responsible for communications, advertising and public relations, as well as the event,

sponsoring and new-media divisions. In addition, he now controls the development of the 80-year-old Bogner brand in terms of content and style.

Prior to joining Bogner, Hendrich spent the past three-and-a-half years working at the Stuttgart-based luxury department store Breuninger, where he served as director of brand and marketing communications.

In other Bogner news, the brand has teamed up with the Omni Mount Washington Resort in Bretton Woods, N.H., to open a pop-up store. Should guests not find the size or style they are looking for, they can use the shop's computer, with a 60-inch flat-screen monitor, to order from Bogner's e-commerce site or other Bogner outlets. Their purchases will be shipped to their homes or to the store, depending on the length of their stay.

— ROSEMARY FEITELBERG
Jockey1209

Untamed.

The Concept Style Coupé and Karlie Kloss
captured by Ryan McGinley and Jefferson Hack.
www.mercedes-benz.com/fashion



Mercedes-Benz
The best or nothing.

WWD's exclusive survey of the brands consumers know best is back—with some familiar names and a few surprises.



A WOMEN'S WEAR DAILY SPECIAL REPORT • DECEMBER 2012

THE WWD



NEVER HIDE



Style: RB 4126

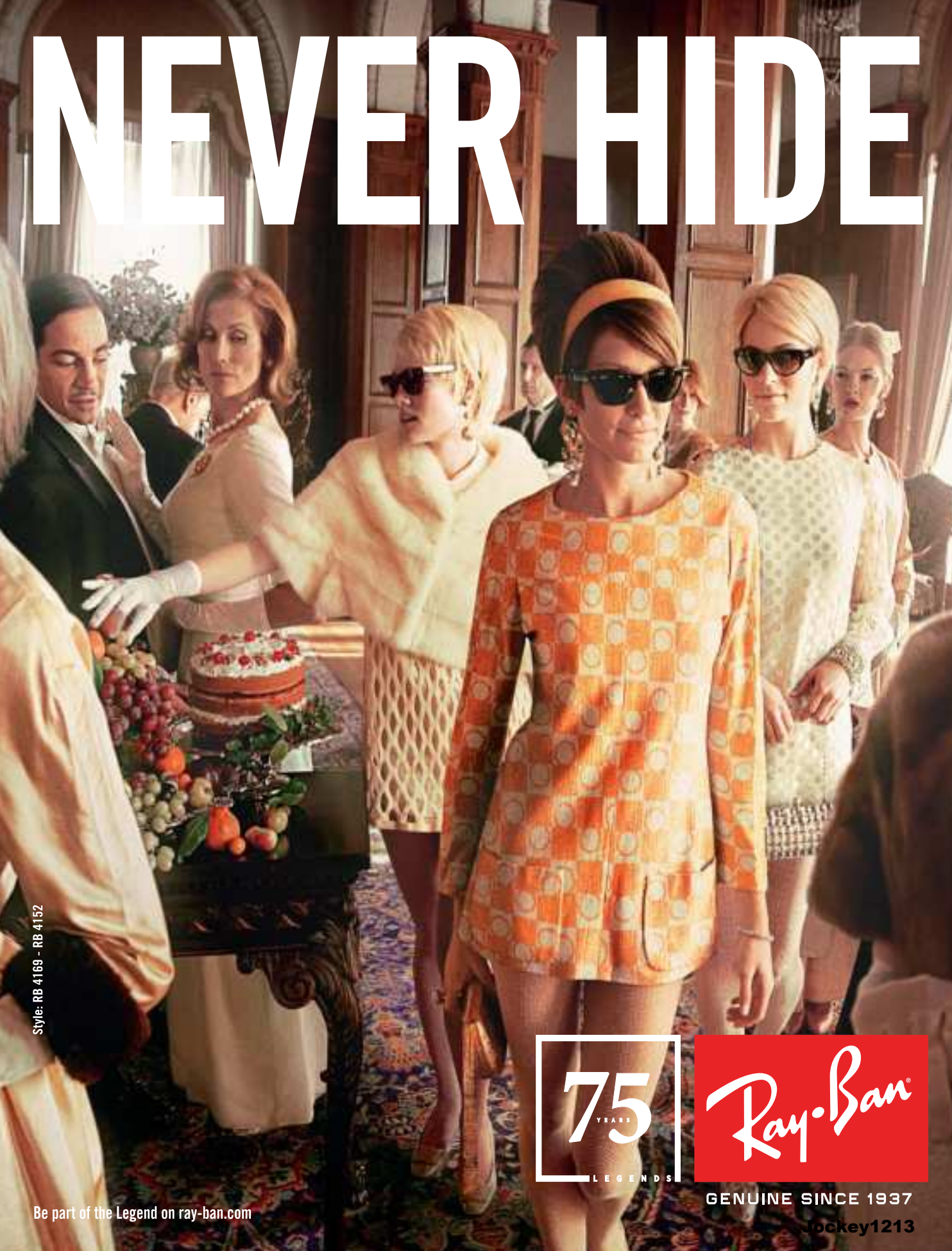


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75
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The WWD100

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40 An alphabetical listing of the top 100 brands.

How the Survey was Done

THIS ISSUE MARKS the return of the WWD100 brand awareness survey, which was last done in 2008. There have been numerous seismic changes in the apparel and accessories industries, and in the world at large, not the least of which was a global recession affecting all aspects of commerce and consumer attitudes and shopping habits. Many familiar brands have withstood the challenges and placed among the 100 brands that American women know best.

As always, the brands that spend the most on advertising and marketing and have the widest distribution—largely in mass-retail channels—score the highest. But don't count out the impact of sex, celebrity endorsement, a well-placed mention on the red carpet or even some controversial headlines to get a brand noticed.

This year, WWD commissioned its exclusive survey with Penn Schoen Berland, a Washington, D.C.-based market research firm. PSB sent an online questionnaire to a nationally representative sample of females, balanced to match U.S. Census data, age 13 to 64, with a

minimum household income of \$50,000. The survey contained a total of 1,008 pre-listed brands in nine categories, like sportswear, accessories, outerwear, etc. The respondents were asked to say whether they were "very familiar," "somewhat familiar" or "not at all familiar" with the brands. The survey yielded 2,311 responses, and was fielded from Oct. 15 to 19. Results are projectable with a margin of error of plus-or-minus 1.91 percent.

The overall top 100 ranking is a measure of the percentage saying they were "very familiar" with the labels.

In the Top 10 categories, brands were ranked only against other brands in that category, again, using the three-level familiarity scale.

An aggregate score was used to determine the overall 100 for brands appearing in more than one category.

Two ties in this year's survey make for a total of 102 brands in the top 100. Volumes listed are wholesale unless otherwise noted.

— DIANNE M. POGODA



Swatch, page 25



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WWD100 PHOTOS FROM THE FAIRCHILD ARCHIVES

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Prada, page 25



New Balance, page 15

Another reason to love The Fabric of Our Lives®



Emmy Rossum

Emmy Rossum, star of stage and screen. Actress, musician, and proud New Yorker. See her shine in cotton, along with fellow actress Camilla Belle, and step inside her closet to see how The Fabric of Our Lives® is the fabric of her life, all in the latest commercial from Cotton Incorporated.





VICTORIA'S SECRET

Product: Bras, panties, daywear, sleep/loungewear, active/swimwear, hosiery, accessories, shoes, fragrance, beauty.
Volume: \$6.12 billion (\$4.56 billion at retail and \$1.56 billion catalogue and e-commerce, fiscal year ended Jan. 28, 2012)
Owner: Limited Brands Inc., Columbus, Ohio

Since its debut in 1996, Victoria's Secret's annual TV fashion show has become a national pastime. The extravaganza ranked number one among adults ages 18 to 49 in 2011, said Ed Razek, president and chief creative officer of the sexy brand. The media blitz and frenzy of pre- and post-show publicity—generated online and at victoriasssecret.com and through TV and print ads—rivals the excitement and glamour of the red carpet. Rihanna, Justin Bieber and Bruno Mars headlined as this year's top entertainment. After Hurricane Sandy, Victoria's Secret loaned its fleet of generators and forklifts to the National Guard to help deliver food, water and clothing to storm victims.



HANES

Product: Underwear, T-shirts, socks, activewear, casualwear, hosiery, daywear, shapers, bras.
Volume: \$2.6 billion to \$2.7 billion (estimate)
Owner: Hanesbrands Inc., Winston-Salem, N.C.

Few brands have maintained their clout and recognition like Hanes, which was founded in 1901 by John Wesley Hanes, who started making men's socks. Hanes expanded into women's socks in 1918, and by the mid-Sixties, the company was a pioneer in sheer hosiery. The brand entered women's innerwear in 1986 with a capsule line of Hanes Her Way panties. It quickly exploded into a megabrand. In 2005, Hanes Her Way was consolidated into the Hanes franchise, and a slew of product launches followed: Hanes Perfect T, tagless All-Over Comfort Bras and the No Ride Up Panty. Armed with an estimated annual ad budget of more than \$50 million, Hanes TV spots feature athletes and celebs such as Kevin Bacon, Jennifer Love Hewitt, Jackie Chan, Cuba Gooding Jr. and, most recently, Michael Jordan.



OLD NAVY

Product: Retailer of value-priced apparel and accessories.
Volume: \$5.7 billion
Owner: Gap Inc.

Old Navy named Stefan Larsson, a 15-year veteran of H&M, its first global brand president, signaling the start of international expansion. More recently, Old Navy opened a store in Japan—the first time the retailer has landed outside of North America. The store, more than 10,000 square feet, anchors a large shopping mall on an island of reclaimed land in Tokyo Bay called Odaiba. Other mall tenants include Zara, H&M, Uniqlo, American Eagle, Forever 21 and Diesel. Old Navy has seen some momentum with denim, specifically the “rock star” jean, and with its kids' business. It also settled a lawsuit with Kim Kardashian over using a look-alike model in its ads.



LEVI'S

Product: Denim jeans and related sportswear and accessories.
Volume: \$4 billion
Owner: Levi Strauss & Co., San Francisco

The 140-year-old Levi Strauss & Co., and its iconic Levi's brand, might be less dominant than in years past, but they remain the biggest names in denim, both at home and abroad. Chip Bergh took over as chief executive officer in 2011, and six months ago, former Keen Footwear ceo James Curleigh was named president. It's added Waste<Less jeans, made from recycled plastics, to go with the 30 million pairs of Water<Less jeans sold since the launch of the water-conserving label in 2010. Curve ID addresses wearers' specific fit needs, and initiatives like its Commuter Series, for bicyclists, have helped it compete for prime retail real estate with younger and higher-priced rivals.



NIKE

Product: Footwear, activewear, sportswear, accessories, sports equipment.
Volume: \$17.4 billion (Nike brand, wholesale); \$3.5 billion (Nike brand, direct-to-consumer)
Owner: Nike Inc., Beaverton, Ore.

Nike appears to be going back to its roots. The company recently signed a \$570 million deal to sell Cole Haan to private-equity firm Apax Partners (the sneaker giant bought Cole Haan for \$95 million in cash and debt in 1988). Nike is divesting the business, along with Umbro, to focus on its core Nike, Jordan, Converse and Hurley brands. Iconix Brand Group agreed to buy Umbro for \$225 million in October. Nike was also in the news this fall for dropping Lance Armstrong as a sponsored athlete, after the seven-time Tour de France winner faced doping allegations—again. This spring Nike will host the first East Coast installment of a women's half marathon in Washington. Some 15,000 female runners are expected to compete. A similar event has been popular in San Francisco.



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FRUIT OF THE LOOM**Product:** Underwear, T-shirts, activewear, casualwear, socks, bras.**Volume:** \$2 billion to \$2.1 billion (estimate, including private label and licensing)**Owner:** Berkshire Hathaway Inc., Omaha, Neb.

Fruit of the Loom's colorful logo has helped the mass brand maintain its all-American profile among the underwear-and-T-shirt-buying public since its symbol was first patented 141 years ago. In 2002, the Sage of Omaha, Warren Buffett, bought Fruit, a commodity-driven, unglamorous underwear maker, out from bankruptcy protection for \$835 million. Since then, the Bowling Green, Ky.-based brand—bolstered by an estimated \$100 million annual ad campaign that included prime-time TV spots during the 2012 Summer Olympics—has bounded back with innovative products. It branched into the premium arena in April with fashion stylist Leslie Fremar, with the Leslie Fremar for Fruit of the Loom Collection. Executives are tight-lipped about marketing strategies, but Buffett himself hawks Fruit products at Berkshire Hathaway annual meetings, where he's been spotted playing a ukulele with the Fruit guys.



7

CALVIN KLEIN**Product:** Apparel, underwear, jeans, fragrance, accessories, licensing, home, retail.**Volume:** \$7.6 billion (global retail, including licensing)**Owner:** PVH Corp., New York

Calvin Klein continues to thrive with its three-tier setup: designer-level Calvin Klein Collection; the bridge ck Calvin Klein line (mainly in Europe and Asia), and the better Calvin Klein label, which generates most of the brand's overall sales. The brands have more than 800 freestanding stores—including Calvin Klein Jeans and ck Calvin Klein Jewelry & Watches. This year, Calvin Klein Performance opened stores in Scottsdale, Ariz., and San Francisco, with plans to expand into China. Coty launched the Encounter men's scent and ck one color cosmetics. In October, PVH said it would buy Warnaco Group in a deal valued at \$2.9 billion, reuniting the brand with its two largest categories—Underwear, owned by Warnaco, and the licensed Jeanswear.



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LEE**Product:** Jeans, casual slacks, related men's and women's sportswear.**Volume:** \$1 billion**Owner:** VF Corp., Greensboro, N.C.

In 1889, Henry David Lee established the H.D. Lee Mercantile Co. in Salina, Kan., and—not unlike Levi Strauss in San Francisco—quickly saw the opportunity in making jeans and other workwear for local laborers. Sold to VF Corp. 80 years later, Lee was well situated when jeans moved from workwear to fashion in the Seventies. Fit and comfort are cornerstones for Lee, which is sold by midtier retailers and moderate department stores. Already one of VF's better-seated brands in China, it's exploring greater department-store distribution and is reaping benefits from initiatives like Slender Secret and Slender Stretch. Online performance is strong, with lee.com growing 19 percent in the third quarter.



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GAP**Product:** Casual all-American sportswear and denim.**Volume:** \$5.7 billion**Owner:** Gap Inc., San Francisco

Gap's recently elevated denim offering has driven the overall business. The baby and kids' businesses have been strong, too. As part of a reorganization across all divisions of Gap Inc. for an international perspective, Steve Sunnucks became global president of the Gap brand. In other key appointments, Mark Breitbart became president of Gap North America and Rebekka Bay was named creative director and executive vice president for Gap Global Design. While Gap Inc. overall has had a good year, executives are still looking for the Gap division to draw greater traffic.



10

TIMEX**Product:** Watches**Volume:** \$700 million (estimate)**Owner:** Timex Group USA Inc., Middlebury, Conn.

Established in 1854, Timex has made an effort the past several years to tap into a more female and trend-conscious audience, continuing to introduce more fashion-forward styles. In February 2011, Gary S. Cohen was named chief executive officer of Timex Group, which includes Timex (Timex, Timex Ironman, Marc Ecko, Nautica, Opex), Timex Group Luxury Watches and Vertime (dedicated to Salvatore Ferragamo and Valentino) and the Versace and Versus brands, respectively) and Sequel AG (the five-year-old Swiss company that has exclusive distribution rights for Guess and Ge watches globally).



PLAYTEX

Product: Full-figure, full-support and average-figure bras, panties, shapewear.

Volume: \$600 million (estimated U.S. sales)

Owner: Hanesbrands Inc., Winston-Salem, N.C.

Playtex has been an American mainstay in foundations, especially since its boldest move in 1955, when it was the first bra maker to feature its trademark Cross Your Heart bras and Living Girdles on daytime TV. Playtex distributes to diversified channels, from mass merchants to department stores, and keeps plugging its successful strategy of comfort and solutions for women with fit-specific needs, especially full-figure and full-support products. Innovative technology like the Comfort Gel Strap and hot-melt glue treatments have kept the brand in step with the needs of modern women, and an estimated yearly ad budget of more than \$25 million for TV and national print campaigns also keeps the 80-year-old brand in front of consumers.



TOMMY HILFIGER

Product: Sportswear and accessories.

Volume: \$5.6 billion (global retail sales)

Owner: PVH Corp., New York

Classic American sportswear brand Tommy Hilfiger has seen its U.S. business percolate at Macy's, where it has an exclusive arrangement. Hilfiger also distributes its merchandise worldwide to more than 90 countries and 1,000 stores. PVH Corp. acquired the brand in May 2010 for \$3 billion and has seen strong results. The company has been planting flagships, like its 11,000-square-footer at Tokyo's busy Omotesando and Meiji Dori intersection and the Brompton Road unit in London's Knightsbridge area, and stores in Osaka, Japan, and Hong Kong. This summer it signed a lease for a 6,600-square-foot flagship at the corner of Robertson and Beverly Boulevards in West Hollywood.



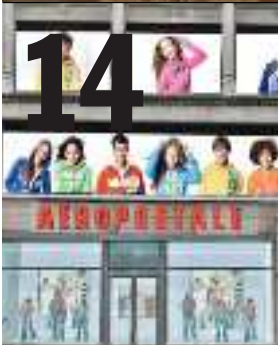
RALPH LAUREN

Product: Women's sportswear and accessories.

Volume: \$6.88 billion (Ralph Lauren, Polo Ralph Lauren, Lauren Ralph Lauren, RRL, RLX Ralph Lauren, Pink Pony, Denim & Supply Ralph Lauren; Club Monaco; Rugby; American Living, which is discontinued, and Chaps).

Owner: Ralph Lauren Corp., New York

Ralph Lauren Corp. is investing "along many dimensions, including new stores and e-commerce platforms and emerging merchandise categories and regions," said chairman and chief executive officer Ralph Lauren in November. The company sees opportunity in China, where it opened two stores in the fall, as well as in Macau, Tokyo, Hong Kong and South Korea. This fall the firm said it will close its 14-unit Rugby chain and Web site to focus on higher growth globally with the core Ralph Lauren brand. The company found itself in a stir this past summer when it was revealed that it had made U.S. athletes' outfits for the London Olympics in China. For 2014, Lauren said it will make the uniforms domestically.



AEROPOSTALE

Product: Apparel and accessories for young men, women and kids.

Volume: \$2.34 billion

Owner: Aéropostale Inc., New York

The mall-based teen retailer in October unveiled a high-tech retail prototype at the Roosevelt Field mall in Garden City, Long Island, with features including a jukebox where teens can vote for the music played in the store, iPods in fitting rooms and Apple desktops and iPads to scan products and read reviews (iPads also have a build-your-own-outfit guide). Aéropostale has been trying to infuse more fashion and to build brand awareness, and hired Chloë Grace Moretz, whose films include *Dark Shadows* and *Hugo*, as its first brand ambassador. In November, the company acquired online footwear and apparel retailer GoJane.com.



ADIDAS

Product: Athletic apparel, footwear and accessories.

Volume: \$12.6 billion (Adidas brand, 2011)

Owner: Adidas AG, Herzogenaurach, Germany

The brand, with its signature three black bars, was founded in 1949 by Adolf Dassler on the guiding principle of sport performance. Originally known for soccer cleats, the brand today focuses on five key categories—football, basketball, running, training and outdoor. Although the corporation—whose other brands include Reebok, TaylorMade, Rockport and CCM—expects sales to be lower this year due in part to the player lockout in the National Hockey League, the Adidas brand continues to perform well. Sales in the third quarter were up 10 percent worldwide and 11 percent in North America as consumers embraced the more fashion-forward Adidas Originals line. Its collaborations with Stella McCartney and Yohji Yamamoto also continue to thrive.



16

WRANGLER**Product:** Men's, women's and kids' jeanswear and sportswear.**Volume:** \$1.5 billion**Owner:** VF Corp., Greensboro, N.C.

VF Corp.'s 1986 purchase of Blue Bell Holdings made it the country's largest apparel company and brought the Wrangler brand—and its ample goodwill amassed in markets from Western wear, where it had its roots in the post-World War II years—to the car-racing world. With two jeans brands in its arsenal—Lee and Wrangler—VF supplemented Wrangler's presence on the rodeo circuit with distribution in the mass channel, which would turn it into the corporation's first \$1 billion brand. Wrangler remains a niche brand, with major business in Wal-Mart, in Western stores, in workwear and in markets like hunting, fishing and the outdoors. It's keen to promote comfort and fit, as it has with country-music singer Laura Bell Bundy for its Booty Up jean.



17

LIZ CLAIBORNE**Product:** Tops, sweaters, pants, jeans, shorts, dresses, coats, activewear, intimates, accessories.**Volume:** \$600 million (estimate)**Owner:** J.C. Penney Co. Inc., Plano, Texas

The brand that put a generation of working women in pantsuits found a new home at J.C. Penney—and was one of the first brands to get its own shop as the retailer transforms into what's been described as a specialty department store. Penney's cut a deal in 2009 to get the brand as an exclusive, and then bought it outright last year. Penney's chief executive officer, Ron Johnson, said this summer that Claiborne was one of the company's "highest-performing women's apparel brands."



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GUESS**Product:** Women's, men's and children's jeanswear; casual sportswear; accessories; fragrances.**Volume:** \$2.69 billion (2011 wholesale, retail and licensing revenue)**Owner:** Guess Inc., Los Angeles

Guess brought back the original "Guess girl," Claudia Schiffer, marking its 30th anniversary with its flagship Guess brand, the upscale Guess by Marciano label and the more youthful G by Guess line. Under chief executive officer Paul Marciano, the firm continues to thrive from its risky decision in the late Nineties to make its retail operations the foundation of the business. Michael Prince and Dennis Secor stepped down in November as chief operating officer and chief financial officer, respectively, as the firm works out a tax dispute in Italy. Meanwhile, 12-year-old opera singer Jackie Evancho will front Guess Kids' fall campaign, and Dannielynn Birkhead, the late Anna Nicole Smith's six-year-old daughter, is modeling in the spring ads.



19

REEBOK**Product:** Fitness, training, sport and casual footwear; apparel, equipment, accessories.**Volume:** 1.962 billion euros (2011 net sales; \$2.74 billion at average exchange)**Owner:** Adidas AG, Herzogenaurach, Germany

Reebok has a long history as a leading fitness brand, but it's been a challenge for parent Adidas Group in recent years. Reebok's sales declined 25 percent (currency-neutral) in the third quarter and 20 percent in the first nine months of the year. The toning shoe bust, allegations of fraud at its Indian unit and the loss of a major football contract all hurt sales. To battle back, it introduced footwear technologies ZigTech and RealFlex a few years ago, followed by a partnership with the CrossFit craze. It is now the official supplier of CrossFit apparel and footwear, title sponsor of the Reebok CrossFit Games, and this year it unveiled its Fit Hub retail concept that is part store and part CrossFit Box.



20

COACH**Product:** Handbags, small leather goods, footwear, scarves, watches, sunglasses.**Volume:** \$4.76 billion (total global sales, wholesale and retail; 11 percent, or \$523.6 million, is wholesale)**Owner:** Coach Inc., New York

This year, Coach launched its Legacy dual-gender line that allowed the brand to cycle in some higher-priced pieces, and to revamp its store design. The brightly colored leather-centric collection marked the 71-year-old brand's first dual-gender approach with looks that nod to its most classic handbag silhouettes, like the Duffle Sac from 1973. Coach hopes to continue its global expansion as it banks on its men's business and China for robust growth. The brand recently added e-commerce in China and said it expects to have 125 stores there by yearend. Sales in China should reach \$400 million this year, against \$300 million in 2011. Other initiatives include growth in digital and overseas retail. This year, Coach bought back its retail operations in key Asian markets, including Malaysia and Korea.

21

**L'EGGS****Product:** Sheer hosiery, tights.**Volume:** \$350 million to \$375 million (estimate)**Owner:** Hanesbrands Inc., Winston-Salem, N.C.

Launched in 1970, Leggs became a quirky mass-consumer favorite with hosiery sold in unusual egg-shaped packs. New packaging came in 2001 with an innovative slope design that re-closes easily to minimize tearing. Updated again in 2012 with easier-to-find sizing, color and support level, the packaging was so successful that it's now also used for Leggs Silken Mist sheer hosiery and Leggs Sheer Energy support hosiery. This fall, Leggs introduced the new Silken Mist Ultra Sheer with Run Resistant technology for the mass market, a technology that previously had only been available at department stores. The product launch was supported by a "Live More and Run Less" marketing campaign and sweepstakes for a trip to New York and a makeover with celebrity stylist Phillip Bloch.

22

**JOCKEY****Product:** Underwear, T-shirts, thermal underwear, sports bras, shapewear.**Volume:** \$870 million (estimate, including women's, men's, kids', private label, licensing)**Owner:** Jockey International Inc., Kenosha, Wis.

Jockey, a 136-year-old power name in men's underwear, vaulted into women's in 1982 with a tailored, men's-inspired line for ladies. Besides its bread-and-butter basics, the company has launched initiatives that feature cheekier cuts, slimmer fits and modern detailing. This year, Jockey partnered with celebrity stylist Rachel Zoe on Rachel Zoe's Major Must Haves from Jockey cheeky-fit panties and figure-flattering tanks and shapewear. Next spring, Jockey will launch laser-cut underwear with no panty lines called Clean Edge, and men's slim-fit T-shirts and bottoms in stay-dry fabrics.

23

**SPEEDO****Product:** Swimwear, related products.**Volume:** \$500 million**Owner:** Pentland Group plc, London

Founded in Sydney in 1928, Speedo is the world's leading swimwear brand, sold in more than 170 countries. It is now a subsidiary of Pentland Group, whose other labels include Ellesse and Hunter. In North America, Warnaco Group Inc. (which is being acquired by PVH Corp.) holds an exclusive perpetual license for Speedo USA. Speedo manages to juggle high-tech performance swimwear with boardshorts and aquatic fitness models. This year, the company unveiled the Fastskin3 Racing System for the London Olympics that included speed suit, cap and goggles. There must have been something to it: Brand ambassador Michael Phelps added six medals, bringing his record total to 22.

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**DOCKERS****Product:** Casual slacks and related sportswear and accessories.**Volume:** \$570 million**Owner:** Levi Strauss & Co., San Francisco

Levi Strauss & Co. chief executive officer Chip Bergh wants to return Levi's little brother, Dockers, to the more than \$1 billion in sales it enjoyed during its heyday. Seth Ellison, former chief commercial officer of Alternative Apparel, was tapped in September as president to steady the business—but even before his arrival, work had begun, much of it aimed at giving Dockers the kind of lifestyle brand luster it enjoys in Europe. It aims to revive its appeal with Baby Boomers with the more traditional Wearever series and, at the same time, build bridges to new customers with products like Alpha Khaki, which features a more modern, slim fit and less generic colors.

25

**L.L. BEAN****Product:** Tailored and casual apparel, accessories, footwear, activewear, outerwear, home goods, active gear.**Volume:** \$1.44 billion (retail)**Owner:** L.L. Bean Inc., Freeport, Maine

Founded in 1912 as a catalogue, L.L. Bean operates 18 stores, most notably its 120,000-square-foot flagship (in business since 1917 in Freeport, Maine), and 10 outlets. The company's products are known for their quality and Yankee practicality. Its contemporary collection for men and women, L.L. Bean Signature, bowed in 2010 with a stand-alone catalogue and dedicated Web presence, llbeansignature.com. The line has a modern fit and features updated Bean classics like straight-leg washed chinos, checked shirts, chambray shirtdresses and leather moccasins, as well as heritage items, updated from company archives. It wasn't until 2000 that Bean began opening stores, but as it celebrates its centennial, the company says more are planned. L.L. Bean stresses customer service and took the step in 2011 of offering free shipping with no minimum order.



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26

**ABERCROMBIE & FITCH****Product:** Youth sportswear, outerwear, accessories.**Volume:** \$1.7 billion**Owner:** Abercrombie & Fitch Co., New Albany, Ohio

Publicly owned as part of the \$4.2 billion Abercrombie & Fitch Co., which also operates Hollister, abercrombie kids and Gilly Hicks, the flagship brand has instituted faster flow, fewer logos and a sharper focus on runway and street looks. That's a big part of the fashion fix at Abercrombie & Fitch, which has appeared to turn a corner. The company has been working to overcome slowness in European operations, where there has been some cannibalization of stores, and has been methodically reducing its U.S. footprint to weed out weak locations.

27

**DKNY****Product:** Bridge and better sportswear, accessories, jeans, fragrance, home, licensing, retail.**Volume:** \$3 billion (estimate, retail, including licensing)**Owner:** LVMH Moët Hennessy Louis Vuitton, Paris

DKNY will be 25 in 2014—and it's having a growth spurt. Categories like accessories are gaining steam, and the brand is expanding into new markets, particularly Europe, Asia and the Middle East. In 2012, Donna Karan International opened 48 full-price stores for DKNY—including its 40th in China, its 20th in the Middle East and the first DKNY Pure concept store in Los Angeles—and renovated its London flagship on Old Bond Street. The company took back the DKNY Jeans and Active licenses from Liz Claiborne Inc. in 2011, and has slated those categories for growth this year. Aiming at its target audience, it tapped *Twilight* star Ashley Greene as the face of DKNY and DKNY Jeans this year.

28

**LANDS' END****Product:** Sportswear, swimwear, accessories, outerwear, luggage, home.**Volume:** \$1.8 billion (estimate)**Owners:** Sears Holdings Corp., Hoffman Estates, Ill.

The Dodgeville, Wis.-based company has been building its Web incentives in recent months. In the six days leading up to Cyber Monday, Lands' End offered heavy online discounts and promotions through a doorbusters initiative, and on that Monday, it had 50 UPS trucks lined up at its main distribution center to get a jump on deliveries. To simplify holiday shopping, the brand created nine gift shops categorized by prices and themes. This fall, Lands' End introduced a new look and logo for its Canvas Lands' End line. Its tag line, "Take to the Open," is a nod to the brand's sailing heritage. Besides e-commerce and mail order, Lands' End also has concept shops in Sears stores globally.

29

**THE NORTH FACE****Product:** Outerwear, sportswear, accessories, outdoor gear.**Volume:** \$2 billion**Owner:** VF Corp., Greensboro, N.C.

The North Face aims to become a \$3 billion business in 2015. The brand gained 22 percent in global revenues in the fourth quarter, with 24 percent growth in the U.S. and increases of 12 percent and 41 percent in constant dollars in Europe and Asia, respectively. It has 50 stores in North America, and plans to focus more on new technologies for athletes. The label will help push VF Corp.'s Asia sales to \$2 billion. Rapid growth in China and The North Face brand are expected to help VF more than double its Asia-Pacific business in the next five years. The Alameda, Calif.-based brand restructured its shoe division and teamed with Swatch on the Freeride World Tour ski-snowboard event.

30

**MAIDENFORM****Product:** Average-figure, full-figure, full-support and sports bras, shapers, daywear, panties.**Volume:** \$590 million**Owner:** Maidenform Brands Inc., Iselin, N.J.

The 90-year-old grande dame of the bra business surfaced in 1922 as a dress and bandeau bra maker called Enid Frocks and was renamed Maidenform Brassiere Co. in 1930. The company survived a decade of acquisitions and mergers in the Nineties, as well as a Chapter 11 bankruptcy, emerging in July 1999. Since then, the brand continues to reinvent itself with creative new products that maintain its presence as a bestseller at national department stores. Recent launches include Comfort Devotion bras, panties and shapewear in plush, seamless fabrics that mold the figure, and the 90th Anniversary Collection of retro styles with a nod to the brand's Old Hollywood roots. Also new for fall is Sensual Shapes, a line using zoned engineering and body-mapping technology to lift, shape and support problem areas.





31

NINE WEST

Product: Footwear, skirts, blouses, pants, jackets, suits, dresses, outerwear, accessories.

Volume: \$821.5 million (retail and wholesale)

Owner: The Jones Group Inc., New York

Nine West has been busy making friends, collaborating with the likes of Pamela Love, Sophie Theallet, Giles Deacon and, next year, retailer Kirna Zabête. It's also rolling out a new look to its stores, focusing on trends and featuring The World According to Pumps display. The brand is sold in more than 2,500 doors, across 57 countries.



32

BANANA REPUBLIC

Product: Tailored clothes, sportswear, accessories, footwear for women and men.

Volume: \$2.6 billion

Owner: Gap Inc., San Francisco

Banana Republic has been recapturing some of its cool factor after years of mediocrity, partly through a string of partnerships and collaborations with the likes of Narciso Rodriguez, Trina Turk, the film *Anna Karenina* and the *Mad Men* TV series to rev up its fashion offering. Men's and women's suitings have been a standout, though traffic at the specialty chain remains below company expectations. Banana's sales were up 8 percent to \$1.98 billion in the three quarters ended Oct. 27, accounting for 18 percent of Gap Inc.'s year-to-date volume.



33

NO NONSENSE

Product: Sheer hosiery, tights, leggings.

Volume: \$275 million to \$290 million

Owner: Golden Lady SpA, Mantua, Italy (Kayser-Roth unit)

For fall 2012, No Nonsense refreshed itself with a new range of tights and leggings in a wide array of fashion colors and patterns. For spring, the brand will offer footless tights, cotton, denim and chino leggings in brights like lime, watermelon and begonia, as well as white denim. Julia Townsend, executive vice president at Kayser-Roth, described the initiative as "Lipstick for the legs." Through its digital ad campaign, the brand has reached more than 150 million women ages 25 to 49 via computers, tablets and mobile devices. Author and TV personality Jill Martin, the label's spokeswoman, has led a big social-media push with style-tip videos, Facebook and Twitter interaction and a blog.



34

VANITY FAIR

Product: Full-support, full-figure and average-size bras, panties, daywear, shapewear, sleepwear, robes.

Volume: \$150 million (estimate)

Owner: Fruit of the Loom division of Berkshire Hathaway Inc., Omaha

The Vanity Fair brand dates to 1911, when John E. Barbey created a resource for silk tricot lingerie that became Vanity Fair Corp. in 1914. In 1998, the brand's former parent, VF Corp., made the dramatic decision to sell the department-store mainstay to Sears—thus enraging department-store retailers. In 2007, the brand—along with sister labels Vassarlette, Lily of France, Bestform, Exquisite Form and Curvation in the U.S., and Lou, Gemma and Belcor for Europe—was acquired by Fruit of the Loom for \$350 million in cash. Vanity Fair was seen by FTL executives as the jewel of VF's intimates business and the company's entry into department stores.



35

FADED GLORY

Product: Basic men's, women's, children's, infant and toddler sportswear and accessories.

Volume: \$1.8 billion (estimate, retail)

Owner: Wal-Mart Stores Inc., Bentonville, Ark.

Founded in 1972 as fashion jeans went mainstream, Faded Glory has been an exclusive Wal-Mart brand since 1995, when it was licensed to the retail giant by Bonjour International, and has been owned by Wal-Mart since 2007. Its assortment begins with newborn clothing, including maternity styles, and it does the bulk of its business at under \$20—exceptions include outerwear and a smattering of hoodies and jeans—and has been a consistent contributor to Wal-Mart's apparel segment despite market fluctuations. While the company doesn't disclose the brand's volume, market estimates place it above \$1.8 billion, atop its apparel business. A dash of fashion works its way into the basics every season, like red skinny jeans with sequins from the Trend Collection priced, on a rollback, at \$15 online.

36

**FOSSIL****Product:** Watches, jewelry, handbags, leather accessories, apparel.**Volume:** \$1.14 billion (2011)**Owner:** Fossil Inc., Richardson, Texas

Founded in 1984, Fossil began with watches and has become a complete lifestyle brand with a full array of accessories and apparel known for its unique tin packaging, vibrant original prints and exclusive leather goods. In 2012, Fossil introduced new watch silhouettes, including the Georgia and Heather, fusing jewelry and timepieces, and its first Limited Edition handbag sold out globally in a matter of days. Fossil also unveiled collections featuring its exclusive Heirloom leather this year. Fossil operates more than 400 stores worldwide and expanded this year with a flagship in Shanghai, its first store in Indonesia at the Pondok Indah Mall, and more stores in Korea, France, China, Malaysia and Singapore. Digitally, the brand upped its social media outreach and launched a Web site in Italy.

37

**CONVERSE****Product:** Athletic and casual footwear, apparel and accessories.**Volume:** \$1.32 billion (fiscal year ended May 31)**Owner:** Nike Inc., Beaverton, Ore.

Nike acquired the 104-year-old Converse for about \$310 million in 2003. Sales rose 17 percent this year from fiscal 2011, thanks to strong markets in North America, China and the U.K. The brand operates 62 stores, including factory outlets. The brand recently has been defying gravity with skateboarders, who compete for big prize money in its sponsored skate contests. It's straddling the high-low spectrum, from its 11-year-long rock 'n' roll collaboration with designer John Varvatos to Converse One Star clothing and accessories sold at Target. It has even appeared on the red carpet via *Twilight* star Kristen Stewart, who's been known to trade her stilettos for Converse kicks.

38

**ANN TAYLOR****Product:** Casual and career sportswear under the Ann Taylor and Loft brands.**Volume:** \$2.3 billion**Owner:** Ann Inc., New York

Loft has been the driving force at a healthy Ann Inc. by staying on trend without getting trendy and by offering an affordable kind of casual chic that consistently contemplates a broad audience. Ann Taylor is making improvements by rolling out a more productive, smaller format at 3,700 to 4,200 square feet and offering more fashion choices and less dependence on suits.

39

**NEW BALANCE****Product:** Men's and women's footwear, apparel and licensed accessories.**Volume:** \$2.04 billion globally**Owner:** New Balance Inc., Boston

New Balance, inspired by a chicken foot, got its start in 1906 making arch support for laborers and branched into running shoes in 1938. By 1960, it innovated by offering shoes in widths, and today its brands include PF Flyers, Warrior, Dunham, Aravon, Brine and Cobb Hill, offering apparel and accessories for competitive athletes and weekend warriors. It's one of the few athletic brands to produce domestically—about 25 percent of its shoes sold in the U.S. are made at five New England facilities. The nearly 150 independently owned and operated stores in North America include two "experience stores," in Boston and New York, with a running track and sunken treadmill for gait analysis.

40

**THE ORIGINAL ARIZONA JEAN CO. (Arizona)****Product:** Jeanswear and related sportswear and accessories for juniors, young men and kids.**Volume:** \$800 million (estimate)**Owner:** J.C. Penney Co. Inc., Plano, Texas

During its reinvention 22 years ago, J.C. Penney introduced The Original Arizona Jean Co.—hip, contemporary jeanswear for juniors and young men. It became one of its earliest successes in fashion private-label apparel. Still anchored with affordable prices, Arizona has been upgraded with better fabrics, stitching details, prints, colors, fits and washes. Arizona was among the first brands to get in-store shops as Penney's began its current transition under chief executive officer Ron Johnson. Nearly 700 shops were in place as the back-to-school season began. Arizona had enough "cred" among teens that they began referring to them as "Zones," a distinction reserved for labels that pass the hipness test. Penney's is counting on that cachet to help it sell its new concept to teens, as well as to their parents.



41

DANSKIN

Product: Women's fitness apparel, footwear, equipment.

Volume: \$1 billion

Owner: Iconix Brand Group, New York

The brand that sprang to life in 1882 catering to dancers has since branched out to active categories including yoga and gymnastics apparel as well as fitness equipment. Owned by Iconix since 2007, the brand prides itself on offering comfortable, feminine styles for all body types. Last year, Danskin introduced its first line of high-tech sports bras, daywear, loungewear and sleepwear, licensed to Saramax Apparel Group. Its advertising campaigns have featured celebrities and fitness enthusiasts Hilary Duff, Jenny McCarthy, Padma Lakshmi and Christie Brinkley, each participating in their favorite physical activity. The brand is carried in retailers including Lord & Taylor and City Sports. Its diffusion brand, Danskin Now, is sold at the mass-market level.



42

GUCCI

Product: Designer ready-to-wear, leather goods, accessories, cosmetics.

Volume: 3.14 billion euros (Gucci division, 2011; \$4.36 billion at average exchange)

Owner: PPR SA, Paris

After almost three years of trademark trauma, Gucci and Guess Inc. finally squared off in federal court in New York in March. Gucci was awarded \$4.7 million in combined damages from Guess and its footwear licensee, Marc Fisher Footwear. Gucci creative director Frida Giannini and president and chief executive officer Patrizio di Marco traveled to Shanghai in April, staging the brand's first Chinese fashion show, with a performance by Bryan Ferry. They also stopped in Korea for the reopening of its Seoul flagship and an exhibition of 80 Gucci archival pieces flanked by works of Korean furniture craftsmen. In June, Gucci launched its Equestrian Collection, a tribute to the 90-year-old house's riding heritage.



43

ANNE KLEIN

Product: Sportswear, ready-to-wear, accessories, innerwear, legwear, retail, licensing.

Volume: \$265 million (wholesale, excluding licensing revenues)

Owner: The Jones Group Inc., New York

The Jones Group has been working on a reinvigoration plan for Anne Klein. The company's redesign plan focuses on a return to the sportswear brand's roots and is spearheaded by a fairly new executive team, including Stefani Greenfield, Jones Group's chief creative officer; Jeff Mahshie, Anne Klein's senior vice president and creative director, and consulting fashion director Amanda Ross. The plan is to bring harmony to the design across categories and further connect to the brand's DNA. Jones inked a deal with Altair, a division of Marchon Eyewear, for Anne Klein eyewear starting in the spring. In September, Anne Klein opened its first flagship on Walnut Street in Philadelphia.



44

EDDIE BAUER

Product: Outdoor apparel and equipment, casual sportswear, children's wear, footwear, bags, luggage, watches, bedding.

Volume: About \$1 billion (estimate)

Owner: Golden Gate Capital, San Francisco

Founded in 1920, Seattle-based Eddie Bauer was acquired out of bankruptcy by Golden Gate Capital in 2009 for \$286 million. The brand is sold in about 300 full-price stores and 100 outlets in the U.S., Canada, Germany and Japan. Nearly one-third of the business is from e-commerce, helped by about 60 million catalogues mailed each year. The company relaunched camping gear and shooting sports apparel this year to help burnish its outdoor heritage. "The company had become overly focused on casual sportswear. Our history is in outdoors and we are doubling down on that position," said Michael Egeck, a veteran of Hurley, True Religion and VF Corp., who became chief executive officer of Bauer in June.



45

BALI

Product: Full-support and average-size bras, panties, shapewear.

Volume: \$525 million (estimate)

Owner: Hanesbrands Inc., Winston-Salem, N.C.

Having a Bali experience may sound exciting, but it actually requires little more than a trip to the lingerie department of most department stores. A mainstay of the classic bra business, the brand was created in 1927, acquired by The Hanes Co. in 1970, and folded into the Hanesbrands franchise in 2006. Bali's established core customers are in the 35- to 54-year-old age range, but over the past decade the brand has introduced a broader range of products in fashion colors and Lycra spandex blends that address different lifestyles to appeal to women 18 to 34. In 2012, Bali introduced the Comfort Revolution line featuring the Smart Sizes Shaping Wirefree bra, which ensures the right size with seamless shape-to-fit technology that whittles 16 cup-and-band sizes into four sizes: small, medium, large and extra large.

46

**NAUTICA**

Product: Sportswear, swimwear, tailored clothing, accessories, children's wear, fragrance, footwear, luggage, home.
Volume: \$1.5 billion. (VF Corp. estimate for global retail of all product; \$500 million, company wholesale and owned retail, U.S.; \$450 million, global licensing)

Owner: VF Corp., Greensboro, N.C.

Founded in 1983 by designer David Chu, Nautica was acquired by VF Corp. in 2003 and today is the second-largest men's sportswear department-store brand, according to VF estimates. There are 2,172 branded in-store shops in department stores globally and the brand has 88 company-owned outlets in the U.S., and 179 mostly full-price stores operated by overseas license partners, mainly in Asia, the Americas and the Middle East. In September, Nautica inked a license agreement for the India market with Arvind Lifestyle Brands Ltd. Nautica is the largest component of VF's sportswear coalition overseen by president Karen Murray, which also includes the North American Kipling business.

47

**ck CALVIN KLEIN**

Product: Apparel, accessories, handbags, small leather goods, eyewear, legwear, footwear, beauty, fragrance.

Volume: \$1 billion (global retail)

Owner: PVH Corp., New York

Mainly a business in Europe and Asia, ck Calvin Klein's retail continues to expand, with 100 full-price stores operating by the end of 2012. CKI parent PVH acquired Warnaco in late October, thus bringing the ck apparel, accessories and retail licenses for Europe, South America and India in-house. The PVH International division (which also manages the Tommy Hilfiger brand) will operate the ck apparel and accessories businesses in Europe under Fred Gehring, chief executive officer of Hilfiger and PVH International. Ck is licensed to Onward Kashiyama in Japan, and to Club 21 for the rest of Asia.

48

**VERA WANG**

Product: Ready-to-wear, bridal, lingerie, footwear, eyewear, fragrance, home, stationery.

Volume: \$750 million (estimate, retail)

Owner: Vera Wang International, New York

Already established in the U.S., Vera Wang has set her sights on Asia. She opened a Hong Kong store this fall and another is slated for Shanghai in January, where she turned up for fashion week in the fall. The 4,752-square-foot Shanghai store will have three bridal lounges, a VIP suite and a separate entrance from the parking garage, among other things. Stateside, Wang will open a store in San Francisco in January. In July, the designer rolled out juniors apparel and accessories under the Princess Vera Wang label at Kohl's Corp., an extension of Wang's fragrance of the same name, introduced in 2006. The company has also upped the wedding-day assortment it sells through an exclusive deal with David's Bridal.

49

**COLUMBIA**

Product: Outdoor apparel, outerwear, accessories, footwear, equipment.

Volume: \$1.7 billion

Owner: Columbia Sportswear Co., Portland, Ore.

As established as Columbia Sportswear is in the outdoor business, the brand has revved up its e-commerce site so users can make their purchases based on four activities or 17 types of technology. Columbia offers insect-repellent products called Insect Blocker and the company recently introduced 16 heat-generating products in its Omni-Heat range. Greater demand for its Sorel footwear has helped Columbia, which anticipates at least a 15 percent increase in sales compared with last year. This fall, Columbia stepped up its offering by collaborating with Jeffrey Kalinsky to unveil a line of co-branded streamlined outerwear and boots, a first for the brand.

50

**HOLLISTER CO.**

Product: Young men's and young women's apparel, accessories, fragrance.

Volume: \$2.02 billion (fiscal year ended Jan. 28, 2012)

Owner: Abercrombie & Fitch Co., New Albany, Ohio

Targeting teens and young adults, Hollister Co. channels an upbeat Southern California lifestyle in its fleet of 486 U.S. stores and 101 international stores. The company likes calling its customers "dudes" and "betty's," but the sunny vibe has been mellowed lately by declining comps. Same-store sales dipped 1 percent in the most recent third quarter—which was better than at sibling brand Abercrombie & Fitch, which saw a 4 percent decrease. A&F has focused companywide on reducing store count and refocusing its merchandise to better chase trends. Those reductions have impacted the Abercrombie & Fitch and abercrombie kids' brands more than Hollister, and the company opened nine new Hollister stores overseas in the third quarter.



51

DR. SCHOLL'S

Product: Original exercise sandals, orthotics, foot- and leg-care products and accessories.

Volume: \$2.57 billion to \$2.59 billion (2012 estimate)

Owner: MSD Consumer Care, Memphis, a subsidiary of Merck & Co. Merck Customer Care

Dr. Scholl's was founded by William Scholl, an inventor who created a simple wood sandal in the Sixties. Now part of Brown Shoe Co.'s Healthy Living portfolio, Dr. Scholl's underwent a makeover in 2011 that consisted of updated products and packaging and its first consumer magazine advertising campaign. The brand's name was even changed from Original Dr. Scholl's to Dr. Scholl's Shoes, to reflect the size and diversity of the new collection. The company introduced sandals, boots, casual styles and tailored looks, as well as a lightweight Free Step collection and Advanced Motion line for walking and low-impact workouts. Staying true to its comfort heritage, Dr. Scholl's incorporates proprietary technology, such as a Schering-Plough Healthcare Products-licensed massaging gel.



52

JOE BOXER

Product: 25 categories, including underwear, sleepwear, swimwear, home goods, accessories, denim and activewear.

Volume: \$600 million to \$650 million (estimate, retail)

Owner: Iconix Brand Group Inc., New York

Joe Boxer's tag line is, "There's more to life... than underwear." Or is there? Known for its irreverent, kitschy marketing, the brand struck a pop-culture chord in 1985, when entrepreneur-rocker Nick Graham founded it and dubbed himself chief underpants officer. This year, Joe Boxer became the presenting sponsor of the South Beach Comedy Festival. Windsong Allegiance Group LLC acquired Joe Boxer in 2001 for an undisclosed sum, and Iconix Brand Group bought it for \$80 million in 2005. Joe Boxer is sold in Latin America, Europe, the Middle East and exclusively in the U.S. at Kmart and Sears. Parent Sears Holdings Corp. has exclusive U.S. rights through December 2015.



53

J. CREW

Product: Sportswear and accessories under the J. Crew, Crewcuts and Madewell labels.

Volume: \$1.9 billion

Owner: TPG Capital LP, Fort Worth, and Leonard Green & Partners LP, Los Angeles

J. Crew had a strong year, rebounding with improved styling and product innovation. The company has been particularly bullish on its growing men's wear business, and methodically is becoming more international. In 2011, J. Crew crossed borders for the first time by launching international shipping, partnering with Net-a-porter and opening stores in Canada. The company is close to signing leases abroad—a London store is seen opening in the second half of 2013, and a store in Hong Kong is anticipated in the first half of 2014.



54

SEIKO

Product: Watches, clocks.

Volume: \$3.62 billion (year ended March 31, 2012)

Owner: Seiko Group, Tokyo

Seiko is renowned for creating the world's first quartz watch in 1969, followed by the first digital version in 1973. In 2001, the company's watch division became the independent Seiko Watch Corp. In October, Seiko celebrated the launch of the Seiko Astron GPS Solar collection, the world's first solar GPS watch, with a series of events and an iPad app. Named after the 131-year-old brand's first quartz watch, the solar-powered timepiece—selling for about \$1,800—doesn't rely on batteries; a patented technology allows the piece to receive GPS signals and identify any of the world's 39 time zones.



55

ROLEX

Product: Luxury watches.

Volume: Estimated wholesale sales of 4 billion to 5 billion Swiss francs, or \$4.5 billion to \$5.7 billion, in 2011.

Owner: The Hans Wilsdorf Foundation, Geneva

The privately owned firm does not publish financial data but is the world's largest single luxury watch brand, ahead of Omega and Cartier. It has 28 affiliates worldwide and relies on 4,000 watchmakers in more than 100 countries. Rolex does not own directly operated stores but works with partners like German timepiece and jewelry firm Wempe, which in April opened the first North American Rolex boutique on Fifth Avenue in New York, under the "Rolex presented by Wempe" banner. Its status and popularity have made Rolex one of the world's most widely copied watches. In May, Rolex Watch U.S.A. Inc. scored a judgment of nearly \$160,000 and an injunction against two Web sites selling counterfeits. Gian Riccardo Marini took over as chief executive officer in 2011, succeeding Bruno Meier.



56

DICKIES**Product:** Men's and women's work apparel, children's wear, footwear and work accessories.**Volume:** \$1.1 billion (estimate)**Owner:** Williamson-Dickie Manufacturing Co., Fort Worth

Ninety years ago, cousins E.E. Dickie and C.N. Williamson bought out a group of their friends and formed Williamson-Dickie Manufacturing Co. to produce a single product: an all-cotton button-fly overall. Expanding into men's slacks and children's playsuits, the firm produced uniforms for the armed forces during World War II and found additional markets, like Texas' oil fields, after the war. Today, the company has licensees covering 17 different product categories; a presence in more than 100 countries, and a reputation for American durability that periodically elevates its fashion presence. It entered the Middle East last year and planted a stake in footwear with its 2008 acquisition of Kodiak Group Holdings, the Canadian firm behind the Kodiak and Terra brands.



57

UGG AUSTRALIA**Product:** Footwear, handbags, small leather goods, accessories, apparel, loungewear.**Volume:** \$1.2 billion**Owner:** Deckers Outdoor Corp., Goleta, Calif.

With 14 consecutive years of double-digit growth in volume, Ugg Australia has grown from \$10 million to more than \$1.2 billion in sales. Ugg's foundation is its sheepskin boots and slippers, but the brand continues to push into new categories, like apparel, outerwear, handbags and cold-weather accessories. Ugg Australia has more than 30 stores worldwide. Last fiscal year, Ugg opened one store in the U.S. and 17 internationally, and this year, it opened a flagship in Paris, the first Ugg-branded store in France. In 2011, it introduced Ugg for Men with quarterback Tom Brady, and it also launched Ugg Collection, the brand's first venture into high-fashion footwear and handbags handcrafted in Italy.



58

LOUIS VUITTON**Product:** Leather goods, apparel, footwear, accessories, fine jewelry, watches, writing instruments, paper, books.**Volume:** 7.4 billion euros (estimate; \$9.57 billion at current exchange)**Owner:** LVMH Moët Hennessy Louis Vuitton, Paris

As evidenced by the full-size train on set at Vuitton's fall fashion show in Paris in March—reprised in Shanghai with the reopening of its enlarged and refurbished flagship there—this brand is the locomotive for parent LVMH, generating the lion's share of its profits and posting double-digit growth in most markets. Jordi Constans succeeded longtime Vuitton honcho Yves Carcelle in November. Product initiatives steamed ahead, like a collaboration with dot-obsessed Japanese artist Yayoi Kusama; expanded writing instruments, and stationery bowing Dec. 13 in Paris. It opened its largest store in Taiwan; its first Italian maison, in Rome, and a flagship in São Paulo, its first global store in Latin America.



59

EXPRESS**Product:** Apparel retailer catering to teens and twentysomethings.**Volume:** \$2.1 billion**Owner:** Express Inc., Columbus, Ohio

Express has refocused its merchandise on outfits and is collection-driven, emphasizing casual and wear-to-work apparel, party attire and jeans. David Kornberg was promoted this year to president, giving him oversight of merchandising and design for the 600-store chain. Recent results have been disappointing, but a turnaround plan is being executed involving emphasizing stronger-selling products, clarifying pricing and accelerating global growth.



59

TIFFANY & CO.**Product:** Jewelry, watches, silverware, china, crystal, stationery, fragrances, accessories, writing instruments.**Volume:** \$3.64 billion**Owner:** Tiffany & Co., New York

Tiffany & Co. celebrated its 175th anniversary this year with numerous initiatives: It unveiled a new metal, Rubedo; it sent its famous 128.54-carat Tiffany Diamond to events in Tokyo, Beijing, Dubai and New York; it opened a store in SoHo; and it revealed plans for a European flagship on Paris' Avenue des Champs-Élysées in 2014. The brand's presence online continued to grow, and besides a strong presence across social platforms, the Engagement Ring Finder app that launched two years ago is still lauded as the industry standard. The company is struggling, however. While sales inched up in the third quarter, high diamond and precious-metal costs prompted a 29.6 percent drop in profits. Tiffany said it will shift its focus to the higher-end jewelry business in 2013.

60



TIMBERLAND

Product: Footwear, outerwear, sportswear, accessories, backpacks, luggage.

Volume: \$1.7 billion

Owner: VF Corp., Greensboro, N.C.

What started out in 1973 as a small-town New England footwear company has become an international juggernaut with 5,600 employees. This year's revenues are expected to weigh in at about \$1.7 billion, compared with \$1.4 billion two years ago. The Stratham, N.H.-based brand is sold in channels from independents to better department stores, athletic shops and its own boutiques, including a Chicago unit that bowed this summer. In June, Timberland will open a New York showroom, which will feature its Earthkeepers collection, and the space will be made of recycled and reclaimed materials, keeping with its environmental stewardship. Its Web site offers information about its environmental performance service programs and more. Next year, the brand will relaunch its apparel collection.

61



CHANEL

Product: Couture, ready-to-wear, leather goods, beauty, footwear, eyewear, accessories, fine jewelry, watches.

Volume: 6.8 billion euros (estimate; \$8.8 billion at current exchange)

Owner: The Wertheimer family, New York and Geneva

Chanel turned a book project by couturier Karl Lagerfeld and stylist Carine Roitfeld into a roving, international manifesto with a series of glitzy exhibitions celebrating its hallmark: "The Little Black Jacket." The party began in Tokyo, where Chanel also reprised its summer couture show and opened a pop-up shop, and then traveled from New York to Seoul, and will hit China and Brazil in 2013. Chanel acquired French glove maker Causse and Scottish cashmere specialist Barrie Knitwear via its Paraffection unit. It unveiled TV and print ads for its No.5 fragrance with Brad Pitt—the first time it used a man to talk about a women's scent—and launched Coco Noir, its third Coco scent.

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LAUREN RALPH LAUREN

Product: Women's sportswear, footwear, accessories, denim, activewear, dresses, home.

Volume: \$600 million (estimate)

Owner: Ralph Lauren Corp., New York

One of the nation's largest better sportswear brands, Lauren Ralph Lauren was launched by The Jones Group in 1995 and was brought under Ralph Lauren's wing in 2004. It is a mainstay brand at stores like Macy's, Lord & Taylor, Dillard's, Bon-Ton, Bloomingdale's and Nordstrom, and continues to outsell many of its competitors in the better arena. For fall, Lauren Ralph Lauren staged an online fashion show with *InStyle* editor at large Hal Rubenstein offering styling tips for this season's equestrian looks. The brand partnered with bloomingdales.com to bring the concept to life, and a shoppable video was also available on ralphlauren.com.

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NEW YORK & CO.

Product: Women's apparel, accessories.

Volume: \$956.5 million (retail, 2011)

Owner: New York & Co. Inc., New York

New York & Co. was founded in 1918 by the Lerner Brothers and is considered one of the oldest specialty-store chains in the nation, with about 537 stores in 43 states. In October, the chain, which calls itself a "modern wear-to-work destination for women" with a Gotham touch, launched the first of three limited-edition capsule collections of apparel and accessories with Eva Jeanbart-Lorenzotti, best known for her luxe brand, Vivre. The line features luxury details recalling her jet-set lifestyle, but is priced from \$29.99 to \$109.95. In November, the retailer also ventured into beauty, with fragrance, lipstick and nail polish.

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SPANX

Product: Shapewear, bras, activewear, swimwear, legwear.

Volume: \$225 million to \$240 million (estimate)

Owner: Sara Blakely, founder, Atlanta

Sara Blakely, a fax-machine-saleswoman-turned-entrepreneur, brought a new dimension to shapewear in 2000 when she cut the legs off a pair of control-top pantyhose. She famously says she created the line because "I didn't like the way my butt looked in white pants." Spanx was first merchandised in a "pocket" display in Bloomingdale's hosiery area, and now it makes bras, men's undershirts and other shapers. New bra favorites include Bra-llywood Hills, an underwire version with a side-slimming fit, and Bra-Cha-Cha, a stay-put strapless style with Spanx's No-Slip silicone strip. This fall, Spanx opened its first three freestanding stores at Tysons Corner Center in McLean, Va., King of Prussia Mall in Pennsylvania and Westfield Garden State Plaza in Paramus, N.J. *Time* magazine named Blakely one of 2012's Most Influential People.

**GLORIA VANDERBILT****Product:** Women's jeans, pants, shorts.**Volume:** \$225 million**Owner:** The Jones Group Inc., New York

Thirty-six years ago, Mohan Murjani teamed with socialite-turned-designer Gloria Vanderbilt and became part of the first wave of status jeans. In 2002, the brand and other assets of Gloria Vanderbilt Apparel Corp. were sold to The Jones Group. Isaac Dabah, who stayed on to run Vanderbilt for a few years after the sale, was nearly reunited with the label before talks with Jones to reacquire it with the rest of Jones jeanswear for \$350 million to \$400 million failed this year. Vanderbilt and the jeanswear unit rebounded in the third quarter after six tough months, becoming, along with footwear-accessories, Jones' two strongest businesses during the quarter. Priced around \$25 retail, Vanderbilt might not have the status it once enjoyed, but it's still a key brand at stores like Kohl's, Boscov's, Belk and Bon-Ton.

**DOLCE & GABBANA****Product:** Designer ready-to-wear, leather goods, accessories, cosmetics.**Volume:** 1.09 billion euros, or \$1.52 billion (2011)**Owner:** Dolce & Gabbana Srl, Milan

The company continued to expand its fragrance and cosmetics portfolio, teaming with Monica Bellucci to front a limited-edition makeup line and launching its first men's sport fragrance, The One Sport, with Procter & Gamble. This year, the company launched its first watch collection, positioned in the luxury range, and its first children's wear line, which hit stores in July. The designers also unveiled a couture line in the summer, staging a fashion show in Sicily. Domenico Dolce and Stefano Gabbana's legal troubles are ongoing, and the designers are to stand trial, charged with tax evasion.

**UNDER ARMOUR****Product:** Performance apparel, footwear, accessories.**Volume:** \$1.82 billion**Owner:** Under Armour Inc., Baltimore

Since founder and chief executive officer Kevin Plank conceived of a product that would keep athletes cool and dry during workouts, the brand that started making compression shirts with performance wicking capabilities has grown into a \$1.82 billion business. While men's remains its core, Under Armour is increasing its women's business, which now accounts for around 30 percent of sales. It recently named former Theory executive Leanne Fremar as executive creative director for women's and geared its new ad campaign—No Matter What, Sweat Every Day—to the growing female audience. Its first store will open in Baltimore next year, and international expansion is on the horizon.

**MICHAEL KORS****Product:** Women's and men's apparel, accessories, fine jewelry, watches, fragrance.**Volume:** \$1.3 billion**Owner:** Michael Kors Holdings Ltd., New York

While surely a huge compliment, Michael Kors no longer needs a boost like that of First Lady Michelle Obama to drive sales. The designer's business is growing handily on its own—especially since its successful initial public offering on the New York Stock Exchange in 2011. The growth is fueled by a retail concept that spotlights accessories from his better, bridge and designer lines. Kors stores are opening worldwide, with 40 to 50 slated for North America during the current fiscal year. The company expects to open 10 to 15 stores annually in Europe and plans 10 new stores for Japan in 2013. All the while, Kors' personal profile continues to shine as a result of his star turn as a judge on *Project Runway*.

**CITIZEN****Product:** Watches, information and electronic equipment, jewelry, industrial machinery and equipment.**Volume:** \$3.41 billion, consolidated**Owner:** Citizen Holdings Co. Ltd., Tokyo

Citizen's biggest push continues to be its battery-free Eco-Drive collection, which uses a proprietary technology that continually recharges the cells. More innovation includes new technologies, like the Proximity Watch that integrates low-energy Bluetooth technology. In August, Citizen tapped Victoria Azarenka, Belarus native and top-ranked player on the Women's Tennis Association Tour, as its latest brand ambassador. This spring, sports photographer Paul Aresu shot Citizen's campaign featuring Eli Manning, Matt Kenseth and Kim Clijsters. The ads appeared in such publications as *InStyle*, *Elle* and *GQ*, mainly featuring the Citizen Eco-Drive collection, at \$300 to \$800. This year, Citizen also expanded into digital advertising for the first time.

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BULOVA

Product: Watches, clocks.

Volume: \$209 million (estimate)

Owner: Citizen Watch Co. Ltd., Tokyo

The 137-year-old company, an independent subsidiary of parent Citizen Watch Co. Ltd., was acquired by Citizen from Loews Corp. in January 2008 for \$250 million. It remains headquartered in Woodside (Queens), N.Y. The brand produces watches and clocks under the names Bulova, Bulova Clocks, Accutron, Caravelle, Harley-Davidson Timepieces by Bulova and Frank Lloyd Wright Collection.

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JUICY COUTURE

Product: Women's sportswear, accessories.

Volume: \$500 million (total net sales)

Owner: Fifth & Pacific Co., New York

Under the direction of president and chief creative officer LeAnn Nealz, Juicy Couture has developed a strong digital presence because "everything [the Juicy girl] does is online, and that is where our brand has to be, at her fingertips," she said. Nealz aims to bring Juicy back to its sassy roots. Spring is inspired by Fifties pinup girls, and features leopard prints, rompers, door-knocker-size jewelry and logo baseball jackets. Financially, Juicy continues to struggle, posting an adjusted operating loss of \$5 million in the third quarter as sales fell 5.5 percent to \$130 million, with flat comps. The brand is lowering prices and, starting next fall, refocusing on dresses, knit tops and denim as key categories. Additionally, the company bolstered its ranks naming industry veteran Paul Blum as chief executive officer this month.

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RAY-BAN

Product: Sunglasses, ophthalmic eyewear.

Volume: \$1.88 billion (estimate, total global revenues, including wholesale and retail)

Owner: Luxottica Group SpA, Agordo, Italy

Ray-Ban is marking its 75th anniversary this year with a new collection and an ad campaign that pays homage to its history. This year, Ray-Ban released the Ambermatic collection, a line that references its first aviator sunglasses, which were released in 1937. Comprising four gold-rimmed aviator styles, the capsule collection incorporates light-sensitive photochromic yellow lenses that darken depending on light and temperature conditions. The glasses complement the brand's Legends campaign, which hits print and digital media in May.

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H&M

Products: Global fast-fashion giant creates apparel and accessories under several brand labels.

Volume: \$16.52 billion

Owner: H&M Hennes & Mauritz AB, Stockholm

In the past year, H&M steamed into Mexico, Bulgaria, Latvia, Malaysia and Thailand, and will enter South America with a flagship in Santiago, Chile. Despite a tough third quarter where profits rose 0.9 percent, after financial items, to 4.9 billion Swedish kroner (\$586.5 million), the retailer said it would open 300 stores (net, full-year 2012). In 2013, H&M will enter home goods and launch an accessories retail concept, & Other Stories; in the U.S., its largest store will open in New York, and its U.S. online store will bow in the summer. Lana Del Rey and David Beckham have modeled for the brand, and its collaborations continued with Martin Margiela, Marni and Anna Dello Russo's wild accessories.

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KENNETH COLE

Product: Ready-to-wear, footwear, accessories, fragrance.

Volume: \$1.5 billion (global retail, including licensing)

Owner: Kenneth Cole Productions, New York

Kenneth Cole has plenty of reasons to celebrate his 30th business anniversary next year. Cole recently took his company private and, after serving as chairman and chief creative officer, in November assumed the role of chief executive officer at the fashion and lifestyle brand. Cole started with shoes, and now has a full apparel assortment with such brands as Kenneth Cole New York and Kenneth Cole Reaction. As part of its celebrations, the company is gearing up for its first fashion week runway show since 2006. Kobi Halperin recently joined as consulting creative director, and his impact could already be felt for spring. The recently launched Kenneth Cole Collection also continues to evolve with elevated design and qualities for the product.



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CHAMPION**Product:** Activewear, sportswear, college apparel, accessories.**Volume:** \$2.1 billion**Owner:** Hanesbrands Inc., Winston-Salem, N.C.

Hanesbrands' third-quarter earnings saw an upswing driven by strong sales of innerwear and outerwear, but Champion's performance was also a big factor. The company has initiated customer-specific programs like C9 with Target, which has helped boost sales of Champion. Last year, Kathryn A. Tesija, executive vice president of merchandising at Target, spoke about "the incredible growth" of the brand, noting, "We believe we have the potential to continue to grow this billion-dollar brand." Champion has reportedly seen double-digit growth for the last few quarters. In 2013, the company will launch its Show-Off sports bra, and the moisture-wicking Vapor collection will bow in June.



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PUMA**Product:** Athletic footwear, apparel and accessories.**Volume:** \$3.8 billion**Owner:** PPR Group, Paris

Puma's roots are in sports but its tentacles reach deep into fashion as well. Its sport performance and lifestyle categories include football, running, motorsports, golf and sailing, while fashion includes collaborations with designer brands including Alexander McQueen, Mihara Yasuhiro and Sergio Rossi, an initiative that kicked off in 1998 with Jil Sander. Besides the core Puma label, the company owns Cobra Golf and Tretorn. It was founded in Germany in 1948 by Rudolf Dassler, whose brother Adolf launched Adidas. It was originally a shoe company, favored by Olympic athletes, and went public on the Munich and Frankfurt stock exchanges in 1986; PPR acquired a majority interest in 2007. Jean-Francois Palus, also group managing director of PPR SA, was recently named to oversee the brand as chairman and he is focused on improving margins and profitability.



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LONDON FOG**Product:** Outerwear, rainwear, footwear, sportswear, cold-weather accessories, luggage, home.**Volume:** \$300 million (estimate, retail)**Owner:** Iconix Brand Group, New York

In the past few years, London Fog has been trying to jazz up its image with more spirited marketing. In what appears to be a twofold for the label's women's and children's business, the latest ads in the U.S. feature model Alessandra Ambrosio and her four-year-old daughter, Anja. Available in the U.S. at Macy's and Dillard's, and exclusively in Canada at The Bay, North America is a key territory for London Fog. The company will launch footwear in the U.S. for fall 2013. With more than 17 product categories, the brand is also sold in Europe and Asia, and through its Web site, which launched this year. The brand sells sportswear globally and is exploring doing that in the U.S.



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SWAROVSKI**Product:** Crystals, watches, accessories, jewelry, optical devices.**Volume:** 2.2 billion euros (\$3 billion at average exchange)**Owner:** Swarovski AG, Wattens, Austria

The Austrian crystal maker has numerous fashion collaborations, this year alone teaming with Victoria's Secret on costumes for its fashion show; creating a limited-edition crystal key collection with Yoko Ono, and working on a film documentary about Jason Wu's crystal-centric resort line. It also launched a men's collection and men's watches. It patented a formula for the lead-free Advanced Crystal—a technological breakthrough for the firm, which started researching lead-free product 10 years ago, leading to Xirius 1088, a lead-free gemlike cut available in 88 colors. Swarovski also has a new entertainment division, and it is sharpening its role in the jewelry market via acquisitions.



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AMERICAN APPAREL**Product:** Retailer and wholesaler of women's and men's casual sportswear.**Volume:** \$580.59 million**Owner:** American Apparel Inc., Los Angeles

American Apparel's focus this year has been on improving store-level productivity and speeding up online delivery times. It aims to reach a wider audience by making the brand's Web site available in more languages. The company operates 251 retail stores in 20 countries, including the U.S., Canada, Mexico, Brazil, France, Italy, Japan and China. Third-quarter net losses for the period that ended Sept. 30 grew to \$18.5 million from a loss of \$7 million in the year-ago quarter, while sales increased 15.1 percent, they got socked in October after Hurricane Sandy hit. Chairman and chief executive officer Dov Charney estimated the firm lost in excess of \$1.5 million in retail sales due to Sandy. But all 25 stores that had closed were reopened, and sales were showing signs of strength heading into the holiday selling season.

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DIOR

Product: Couture, ready-to-wear, leather goods, beauty, shoes, children's wear, accessories, jewelry, watches, home.
Volume: 2.9 billion euros (\$3.79 billion; fashion house: 1 billion euros, or \$1.29 billion; beauty: 1.9 billion euros, or \$2.5 billion)
Owner: Christian Dior SA, Paris (Couture) and LVMH Moët Hennessy Louis Vuitton (Parfums Christian Dior)
After more than a year searching for a successor to disgraced designer John Galliano, Dior named Raf Simons its sixth couturier. For his winter couture and spring ready-to-wear collections, Simons flexed his modernist muscles. "I think it's interesting to bring part [of minimalism] into the world of Dior, but I also want to make it very sensual and sexual and very free," he said. Meanwhile, the house continued its global march, opening new or expanded boutiques in Milan, Los Angeles, Taiwan and Tokyo. Dior tapped *Hunger Games* star Jennifer Lawrence as ambassador for its Lady Dior handbag franchise; launched its own seasonal print magazine, and unveiled a holiday collaboration with Printemps' flagship that includes dolls dressed in replicas of iconic Dior outfits, realized by its couture ateliers.

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CASIO

Product: Digital cameras, watches, keyboards, calculators, projectors, cash registers, label printers, mobile devices.
Volume: \$3.7 billion
Owner: Casio Computer Co. Ltd., Tokyo

Casio was founded in 1957 when the four Kashio brothers created the world's first entirely electric compact calculator, but it wasn't until 1974 that the digital wristwatch—the Casiotron—came out. The company released its durable, waterproof G-Shock in 1983, and countless versions of the style have followed, including a women's Baby-G version. G-Shock's yearlong 30th anniversary celebration began in August with a concert by Eminem in New York. Eric Haze, DGK and Burton will all release limited-edition watches for the occasion. The first G-Shock store opened last month in New York. Recent collaborators have included Rebecca Minkoff on Baby-G and pop star Ke\$ha.

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OAKLEY

Product: Eyewear, apparel, swimwear, accessories, footwear.
Volume: \$886 million (estimate; approximately 11 percent of Luxottica Group's 2011 sales)
Owner: Luxottica Group SpA, Milan

Established in 1975 and headquartered in Southern California, the iconic and innovative sports brand holds more than 600 patents worldwide, mostly in the eyewear category, where its High Definition Optics, or HDO is used in prescription eyewear, sunglasses and goggles. Over the last two decades, Oakley has extended into men's and women's apparel, swim, footwear and accessories. Most collections are produced in-house, with the exception of women's swimwear, licensed to Trimera, and socks, manufactured by Implus.

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GOLD TOE

Product: Socks, underwear.
Volume: \$90 million to \$95 million (estimate, retail).
Owner: Gildan Activewear Inc., Montreal

Gold Toe, whose knitted-in golden toe trademark has been its signature since its inception in 1929, was founded by two German immigrants in a small mill in Bally, Pa., as a men's hosiery resource they named Great American Knitting Mills. They catered to Depression-era Americans who wanted socks that would wear better and last longer. Reportedly claiming more than a 50 percent share of all department store sock sales, Gold Toe introduced women's in 1983 and boys' in 1986. It launched men's underwear in 2010, and will introduce T-shirts and fleece in 2013. The company plans to open additional stores to add to its existing 38 outlets in 2013.

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VERSACE

Product: Designer ready-to-wear, leather goods, accessories, cosmetics, home.
Volume: 340.2 million euros (consolidated 2011 revenue; \$472.6 million at average exchange)
Owner: Gianni Versace SpA, Milan

The company continues to be held by the Versace family, who reiterated in May that there are no plans to take on an investor or go public. As it returned to profit in 2011, the firm, helmed by chief executive officer Gian Giacomo Ferraris, stepped up store expansion in 2012, particularly in Europe, Asia, the U.S. and Brazil. It also entered South America and Korea. In January, Versace returned to the couture schedule after being off the runway in 2004, and launched an Atelier Jewelry collection. In September, it launched an online flagship on an e-commerce site it controls in a partnership with German firm Netrada. In October, a new 1,785-square-foot Versace boutique opened in SoHo, with a number of curators, from designers to artists, offering their interpretations of the brand through limited-edition products.

**PRADA**

Product: Designer ready-to-wear, leather goods, accessories, cosmetics.

Volume: 2.55 billion euros (2011; \$3.54 billion at average exchange)

Owner: Prada SpA, Milan

The group, helmed by chief executive officer Patrizio Bertelli and his wife, Miuccia Prada, has been expanding its global retail network, and, powered by across-the-board growth in product, brands and markets, it continued to post gains in profits and sales in the past year. Listed on the Hong Kong Stock Exchange, Prada showed a 44 percent spike in revenues in the Asia-Pacific area. Bertelli, however, has been touting balanced investments globally, including Brazil, Russia and the Gulf countries. The company is expanding Miu Miu with more directly owned stores. In May, Miuccia Prada was celebrated with the "Schiaparelli and Prada: Impossible Conversations" exhibition at the Costume Institute at The Metropolitan Museum of Art.

**SWATCH**

Product: Watches, jewelry, watch movements, watch components, electronic systems.

Volume: 7.14 billion Swiss francs (\$7.71 billion; Swatch brand, \$1 billion, estimate)

Owner: The Swatch Group Ltd.; Biel, Switzerland.

The world's biggest watchmaker produces 19 brands, ranging from luxury Breguet timepieces to affordable plastic Swatch watches. Brands include Blancpain, Omega, Longines, Tissot, Certina, Hamilton and Flik Flak. Despite a strong Swiss franc, which makes its products more expensive in foreign-currency terms, group chief executive officer Nick Hayek has stated repeatedly the company's desire to stop supplying other brands with watch movements through its subsidiary ETA. The matter is in the hands of the Swiss Federal Competition Commission, which in May extended until 2013 a temporary agreement allowing the group to reduce deliveries to rivals. It is expected to render a decision next year.

**ROUTE 66**

Product: Women's, men's and kids' jeanswear, sportswear, swimwear, intimates, accessories, footwear, jewelry.

Volume: \$600 million (estimate, retail)

Owner: Bonjour International, New York

Since being licensed exclusively to Kmart by Bonjour in 1995, Route 66 has become the retailer's most contemporary in-house collection, aimed at 18- to 25-year-olds, with a heritage founded on the American wanderlust associated with perhaps the nation's most storied highway. The brand commands its own shops in Kmart stores as well as its own standalone page on the Kmart Web site. Built on an updated jeans assortment that incorporates a range of fits (low-rise, skinny, super-skinny, boot and flare), finishes and colors, the group has grown to include tops and dresses with price points for categories other than outerwear rarely exceeding \$20.

**JONES NEW YORK**

Product: Separates, suits, dresses, outerwear, shorts, footwear, costume jewelry.

Volume: \$709.5 million

Owner: The Jones Group Inc., New York

Career stalwart Jones New York has branched into more casual offerings and continues to add new tricks to keep up in a highly competitive market, although the brand has had to reduce shipments recently. Its Signature subbrand represents almost half the Jones New York sportswear business and includes easy care shirts, which the company described as an "innovative destination product."

**CHEROKEE**

Product: Apparel, footwear, home, cosmetics, accessories for women, men and children.

Volume: \$23.2 million

Owner: Cherokee Inc., Sherman Oaks, Calif.

Operating under a direct-to-retail licensing model, the Cherokee brand is splashed across myriad products from polo shirts and headbands to rugged boots and bathrobes. While its largest retail partner is Target, Cherokee also holds international licensing agreements with Zellers, Comercial Mexicana, Pick 'N Pay, Falabella, Shufersal Ltd., Arvind Mills, Eroski, RT-Mart, Nishimatsuya and Magnit. But the unstable global economy has crimped revenues, which fell 14 percent from a year ago. At Tesco, where sales of Cherokee products have weakened in western and central Europe, Cherokee plans to relaunch men's, women's, girls' and boys' clothing at the London-based retail chain in the spring.



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VERA BRADLEY

Product: Luggage, handbags, wallets, eyewear, accessories, home.

Volume: \$460.8 million (estimate, total worldwide sales, including retail and wholesale to third parties)

Owner: Vera Bradley Sales LLC, Fort Wayne, Ind.

Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia Miller, the brand (named for Barbara's mother) makes vibrant handbags, luggage, accessories, eyewear, travel items and gifts. The Fort Wayne, Ind.-based firm, which employs 2,200, is an advocate for breast cancer research via the Vera Bradley Foundation for Breast Cancer. In September, cofounder Miller announced her retirement but said she would continue as a member of the company's board. She will also remain on the Foundation's board.



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BURBERRY

Product: Men's and women's ready-to-wear, accessories, fragrance, beauty.

Volume: 1.86 billion pounds (revenues for fiscal 2011-12; \$2.98 billion at average exchange)

Owner: Burberry Plc, London

Burberry is the only British fashion and luxury house that stands shoulder to tailored shoulder with the big European brands. Next year, it will take its beauty and fragrance business in-house, with the new division expected to reach about 140 million pounds, or \$224 million, in 2013-14. Chief executive officer Angela Ahrendts said color cosmetics could ultimately make up 40 to 50 percent of the beauty segment. Retail expansion is focused on a few key flagship markets worldwide, as well as a marriage of the brand's online and off-line worlds. In September, Burberry unveiled its largest store (44,000 square feet), the only showcase of its entire offer, on London's Regent Street. It's a test for future units worldwide.



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THE LIMITED

Product: Women's apparel, accessories.

Volume: \$500 million (estimate)

Owner: Sun Capital, Boca Raton, Fla.

The Limited chain, spun off years ago by Leslie Wexner's Limited Brands, recently underwent a brand overhaul, and has been emphasizing runway-inspired looks, fit, more modern suits and business separates, and evening dresses, as well as casual sportswear, while trying to keep the look timeless. Also on the agenda: exclusive collaborations, including one with Sophie Theallet, and carving out space in its stores for Eloquii, the plus-size division. Limited lost money for years, but a higher profile recently is helping to turn some profits.



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PINK

Product: Innerwear

Volume: \$900 million (estimate, retail)

Owner: Limited Brands Inc., Columbus, Ohio

Part of Victoria's Secret, Pink is an innerwear brand targeting college girls and "celebrating campus life," according to the company. Pink's assortment includes sleepwear, loungewear, bras and panties. The collection is sold in Victoria's Secret stores and in Pink stores, which, when combined, total more than 1,000 doors. Pink can also be purchased at victoriasssecret.com and on vspink.com.

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**MOSSIMO****Product:** Juniors and young men's sportswear, swimwear, footwear, accessories.**Volume:** More than \$2 billion (worldwide, retail)**Owner:** Iconix Brand Group, New York

Mossimo Giannulli conjured up his brand of East Coast attitude and California cool while observing the growing popularity of street and surf style from his perch in Newport Beach. The company, started with a \$100,000 loan from his father, went public in 1996, and in 1999, it expanded to Australia, the Philippines, South America, Mexico, Japan and India. Iconix Brand Group in 2006 paid \$119 million for Mossimo, upholding the brand's relationship with Target, its exclusive retailer in the U.S. since 2001. The mass retailer is lavishing attention on its core brands, including Mossimo, by focusing design and expanding space in some stores. For spring, Mossimo Supply Co. is offering bohemian-inspired peasant shirts and flowy dresses, skinny jeans and colored cutoff shorts. For men, there are brightly colored hoodies, distressed denim and neon swim trunks.

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**IZOD****Product:** Casual and active sportswear, related accessories.**Volume:** \$800 million (estimate)**Owner:** PVH Corp., New York

PVH has seen the future for Izod, and it appears to be in golf and at J.C. Penney. The brand, billed as the third-largest men's knit-shirt label at U.S. department and specialty stores, has at least temporarily exited women's sportswear—except for some merchandise in its own stores—while its colorful men's products were among the first slotted for in-store shops at the new Penney's, where more than 600 such showcases opened in September. U.S. Open (golf) winner Webb Simpson signed on to endorse the brand, starting in 2013, as its commitment to the sport grows. It remains a title sponsor of the IndyCar Series, backing Team Penske and driver Ryan Briscoe. Izod, an emblem of Eighties preppy style (included in 1980's *The Official Preppy Handbook*) expects to reinforce that position in coming seasons.

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**SAMSONITE****Product:** Luggage, suitcases, travel bags, laptop bags, backpacks.**Volume:** \$1.56 billion (total global revenues, including wholesale and retail)**Owner:** Samsonite International S.A., Hong Kong

One of the world's best-known luggage makers, Samsonite is in expansion mode. Just three years ago, that might have seemed like a tall order, as the company filed for Chapter 11 bankruptcy on its American retail business. Samsonite restructured its headquarters, reduced departments and emerged from bankruptcy. Now the company, listed on the Hong Kong stock exchange, is growing, thanks to a renewed investment in marketing and product development aimed at different global markets such as Asia—specifically, China, Korea and India. The brand makes its namesake line, as well as its lower-priced American Tourister brand. For the upscale traveler, Samsonite in August acquired high-end luggage and leather-goods maker Hartmann, for \$35 million.

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**GIORGIO ARMANI****Product:** Designer ready-to-wear, leather goods, accessories, cosmetics, home goods.**Volume:** 2.61 billion euros (\$3.63 billion at average exchange; wholesale, including licensed products, in 2011)**Owner:** Giorgio Armani SpA, Milan

China has been a focus for Giorgio Armani, as it staged "One Night Only in Beijing" in May, with more than 1,000 guests, marking more than a decade of selling in China. Last year showed a 45 percent jump in the group's sales there. Armani also is expanding its business in India and Korea. Emporio Armani returned to Madison Avenue as part of a U.S. push, and in October, Armani parted with U.K. retail partner Club 21 and is taking control of its operations there. Armani created new looks for Lady Gaga's *Born This Way* tour, and in the summer, he reunited with costume designer Lindy Hemming to dress actor Christian Bale for his role as Batman in *The Dark Knight Rises*. In May, the designer unveiled the collection created for the Italian Olympic Team.



HARLEY-DAVIDSON

Product: Motorcycles and related products, including apparel and accessories.

Volume: \$274.1 million (general merchandise sales, excluding motorcycles, including sourced and licensed product)

Owner: Harley-Davidson Motor Co., Milwaukee.

Harley-Davidson's General Merchandise unit comprises apparel and accessories, gifts and collectibles. Most of the lines are designed and produced in-house and sold only in its network of 1,468 independent dealers in more than 80 countries. It expanded its licensing pact with Viva International for fashion eyewear; signed a deal with Wiley X for performance eyewear; and expanded its licensing agreement with VF International to include men's performance knitwear as part of a strategic expansion of its performance product categories, under the MotorClothes label. E-commerce is planned for 2013.



CANDIE'S

Product: Apparel, footwear, accessories, eyewear, swim, intimates, home, beauty.

Volume: \$400 million (estimate, global retail)

Owner: Iconix Brand Group Inc., New York

What began as a popular footwear label in the late Seventies with the introduction of the "slide," or high-heel mule, has since grown to include apparel, accessories, eyewear and swim. The brand has exclusive U.S. distribution in Kohl's. Launches in 2012 included a multicategory beauty collection comprising color cosmetics, nail polish, fragrance, bath and body care. Eyewear licensee Viva International unveiled a prescription-ready sunglasses collection for spring. Known for tapping multitalented ingenues such as a young Britney Spears, Jenny McCarthy and Carmen Electra for its provocative ads, Candie's this year enlisted *Glee* star Lea Michele.



L.E.I.

Product: Junior and girls' jeans and related sportswear, footwear and innerwear.

Volume: \$150 million (estimate)

Owner: The Jones Group Inc., New York

Now in its 10th year as part of The Jones Group Inc. and its fourth as part of Wal-Mart's exclusive brand portfolio, L.E.I. has begun to show signs of life after a prolonged slide. Jones had struggled with the acquisition as the label, long a powerful junior jeans brand, lost many of its once-loyal teen followers. Rather than compete against greater competition in department and specialty stores, Jones opted to forge an exclusive relationship with Wal-Mart. Although troubled in 2011 by what Jones termed "competing new product initiatives and price compression," the label—energized with color, print and skinny silhouettes—has bounced back this year. While still shy of its peak of nearly \$250 million, it's now estimated to be at more than twice its \$70 million trough, with its improvement cited when Jones reported an 8.1 percent jump in domestic jeanswear revenues in the third quarter, to \$202.3 million.



VANS

Product: Skateboard-inspired footwear and apparel.

Volume: Nearly \$1.5 billion

Owner: VF Corp., Greensboro, N.C.

The 46-year-old Vans brand, a mainstay of customers keen on the skate lifestyle that wrapped up its 18th Vans Warped Tour with rising rock bands, has sponsored global skate and surf contests and hosted a series of parties in Brooklyn to elevate brand awareness in the Northeast. With nearly 7 million Facebook fans, it's spreading its signature checkerboard pattern across pop culture, and has awarded more than \$175,000 to high school art programs over the past three years. It's also growing through new stores (currently at 347) and products—launching LXVI performance footwear in June—and a focus on markets like China, Australia and northern and central Europe. It sells in more than 170 countries and opened distribution in India and Vietnam in the last 18 months.

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Jockey1239

By Marc Karimzadeh

American Design



Calvin Klein



Chanel



DKNY



Dolce & Gabbana



Giorgio Armani

THERE'S NO DENYING the fact that when it comes to brand awareness, American consumers like to keep things close to home.

In this year's top-10 list of most-recognized designer brands, Calvin Klein, Tommy Hilfger and Ralph Lauren take the three top spots—and for good reason. Each of these brands stands for a particular genre of Americana that U.S. consumers react to emotionally, and likely identify with.

Calvin Klein, for instance, is a homegrown megabrand with an offering that spans three retail tiers (designer, bridge and better) and a variety of categories. Even if its namesake founder has long left the company, the brand—under PVH Corp.'s strong management, and with design talent like Francisco Costa, Kevin Carrigan and Italo Zucchelli—continues to provide a sleek and sexy version of American cool. Tommy Hilfger's take on

preppy-with-a-twist offers a novel vision of East Coast dress codes, and Ralph Lauren, like no other U.S. designer, embodies quintessential luxury rendered through an American lens and peppered with an Anglophile sensibility.

Brand proclivities aside, these three brands are also masters at conveying their messages to consumers. Each embraces innovative, on-pulse ways to heighten brand awareness. Case in point, Calvin Klein, which continues to turn heads with ads that are sexy, sensual, sometimes provocative and almost always innovative. Working with model Lara Stone, the fall campaign for Calvin Klein Underwear, for instance, was digitally focused and launched on YouTube in the summer. The brand is not just pioneering the online world. In May, Calvin Klein Inc. also formed a strategic marketing alliance with

Barclays Center, Brooklyn's new sports and entertainment venue, and the Brooklyn Nets, which includes Calvin Klein branding on courtside seats, TV-visible courtside and baseline signage, branded backdrops during marquee events and a major advertising presence. The venue will feature a Calvin Klein Courtside Club and a Calvin Klein VIP Entrance on Atlantic Avenue in Brooklyn. It won't just keep the brand name front and center at this important venue, but with so many sports fans on hand year-round, it is sure to also help sales of the Calvin Klein Performance line.

Sports are a key marketing tool elsewhere, as well. In May, Tommy Hilfger signed a sponsorship deal with the Golf Club at Chelsea Piers in New York. The partnership secures prime advertising placement for the spring 2013

golf campaign, featuring Keegan Bradley, Hilfger's golf ambassador and 2011 PGA Championship winner. Ads will run from the West Side Highway to the tip of the 200-yard fairway, including entrance signage, parking-garage banners, T-divider patches, tower banners, point-of-sale graphics and elevator door wraps. That—and The Hilfgers campaign, which has a heavy rotation during the holiday period, in particular—should keep the brand in front of consumers.

Designer Top 10

1. Calvin Klein
2. Tommy Hilfger
3. Ralph Lauren
4. Gucci
5. Vera Wang
6. DKNY
7. Louis Vuitton
8. Chanel
9. Dolce & Gabbana
10. Giorgio Armani

CALVIN KLEIN PHOTO BY ROBERT MITRA; CHANEL BY GIOVANNI GIANNONI; DKNY BY ROBERT MITRA; DOLCE & GABBANA BY GIOVANNI GIANNONI; ARMANI BY GIOVANNI GIANNONI; GUCCI BY DAVIDE MAESTRI; LOUIS VUITTON BY GIOVANNI GIANNONI; RALPH LAUREN BY GIOVANNI GIANNONI; TOMMY HILFGER BY GEORGE CHINSEE; VERA WANG BY JOHN AQUINO

Designers Score High



For anyone who watched the past Summer Olympics in London, it was hard to escape Ralph Lauren's stamp. The designer created the looks for the U.S. Olympic and Paralympic teams, from the opening to closing ceremonies to casual village wear. While the company found itself at the center of a tempest after it was revealed that the uniforms were made in China, it nonetheless garnered much media attention—and Lauren was able to turn that to his favor when he vowed to manufacture the uniforms in the U.S. for the 2014 Olympics. The designer also has a visible presence in tennis, creating the uniforms for both Wimbledon and the U.S. Open.

Gucci, in fourth position, knows a hot commodity when it sees one. The Italian fashion company secured Charlotte Casiraghi, the beautiful yet press-

shy daughter of Princess Caroline of Monaco and high-profile member of the international jet set, as an ambassador for Gucci's equestrian roots, and the face of its Forever Now advertising. She's not the only of-the-moment face the brand is capitalizing on. In September, Gucci creative director Frida Giannini dressed singer and fashion plate Florence Welch for Florence + the Machine's *Ceremonials* three-month U.S. and European tour.

Coming in at number five, Vera Wang has seen its reach grow significantly in the past year. Besides her high-profile bridal and ready-to-wear collections, Wang has a significant presence at Kohl's with Simply Vera Vera Wang and the Princess Vera Wang junior collection. She also offers more affordably priced bridal gowns through a deal with David's Bridal, and the Vera Wang Love collection of

wedding bands at Zales.

DKNY, also in expansion mode, in the past year alone added 48 new full-price stores and brought the bridge and better sportswear brand to Russia, Vietnam, Indonesia, Abu Dhabi and Qatar. DKNY is also highly active in the social-media world. Its Twitter personality DKNY PR GIRL is among the most popular in fashion and, at press time, had more than 420,000 followers.

The rest of the designer-specific survey belongs to the Europeans: French houses Louis Vuitton and Chanel come in at seven and eight, respectively, while Italian designer brands Dolce & Gabbana and Giorgio Armani are in positions nine and 10. Each of these four come with profound luxury histories—and significant advertising and marketing budgets to boot. At Louis Vuitton, Marc Jacobs continues to collect critical acclaim with

innovative runway shows that, if nothing else, further boost sales of the house's leather goods, and collaborations like the one with Japanese artist Yayoi Kusama last summer. Ditto Chanel, where there's no stopping Karl Lagerfeld. When he staged the spring runway show for Chanel amid an installation of giant wind turbines and solar panels, he let the world know that the brand's source of power comes quite naturally.

Dolce & Gabbana recently made news for folding its popular diffusion line D&G into the signature brand, allowing it to grow. And during the last round of Milan runway shows in September, Giorgio Armani unveiled an exhibition of his clothes called "Eccentrico." The striking lineup included a couple of numbers worn by Lady Gaga—now there's a way to garner instant brand awareness.

Shifting Shapes Hit the Pool

By Jean E. Palmieri

ACTIVEWEAR REFERENCES, updated styles and a sea of bright colors and patterns have sparked strong sales in swimwear.

With men's lengths shortening and the women's market embracing sporty fashion, consumers are stocking up on new suits, a trend that manufacturers believe will continue into 2013.

According to market research firm The NPD Group, sales of adult swimwear for the 12 months ended Sept. 30, 2012, rose 8.5 percent to \$3.5 billion from \$3.2 billion the prior year. Men's sales were on fire, jumping 23.2 percent in the period, while women's growth was more moderate, rising 5.8 percent.

Jim Gerson, president of Speedo USA, whose brand ranked fourth in brand awareness this year, said his company's point of differentiation is its "functional aspect. We're a performance brand, we just happen to do it in water," he said.

So while the brand will embrace colorblocking, mesh inserts and heathers for women and bright pop colors and shorter lengths for men in 2013, the suits also offer anti-chafe fabrics and straps, zone compression and bonded seams. "It's a marriage of function and design," he said. "And we're hitting a nice cycle, since athletic is in and we always take an athletic bent."

The brand's overarching goal is to get consumers into the water, whether they're racing, seeking to improve their fitness or just recreating. Toward that end, Speedo includes a Pace Club app on its Web site, offering coaching tips, videos and social networking for consumers. "There are 2 million performance swimmers and 21 million fitness

swimmers," he said, "and—no pun intended—as the leading brand in fitness and aquatics, we think we can raise the water level."

Gerson said the "customer rewards us when we stay true to trend," and Speedo's sales at its core retailers, which include sporting-goods and department stores, are running up double digits over last year. Next year, the brand will be rolling out an initiative to add "aquatic zones" at these stores to lure consumers into the water. Aquatic zones offer swimsuits and related fitness products, such as flotation belts and aquatic barbells. "We've had a great reaction to this initiative," he added. "We see re-

surgences. Tankinis and one-piece silhouettes with zip fronts are popular, and bikinis are having a resurgence.

In men's, bright colors and colorblocking, along with shorter lengths in boardshort silhouettes, are driving sales. Prints have also continued to dominate. Nautica produces three men's and four women's collections a year, and the styles and color palette always relate to the main sportswear collection, Vicari said. "From what we see from our retail partners, we feel the momentum will continue," she said. "And our international business is really growing, which didn't exist for us before."

At Calvin Klein, in third place this year, after Nike and Victoria's Secret, the swimwear business is "currently very promising," the company said, "with more consumers buying multiple swimsuits online today." Among the best-selling styles are one-piece swimsuits for women. "Styles range from sultry to demure, sexy to sporty, and are diverse enough so anyone can find the perfect one to fit their personal style. Low back cuts are especially selling well."

Shorter lengths in swim trunks are driving men's sales. The magic length hits midthigh and has a four- to five-inch inseam, and are offered in solids and prints with drawstrings and a rigid waist. Four-way stretch woven fabrics that move with the body and quick-dry materials are also part of the package.

For spring, botanical prints will rule the women's market, while skin prints are expected to stay hot. Scuba influences are seen in one-piece and bikini silhouettes, along with one-piece models with a low back. Bright colors range from fire-engine red and bright blue to stark white. Improved fit that enhances a woman's figure

will also be important.

Kevin Carrigan, global creative director for ck Calvin Klein and Calvin Klein White Label, said the key men's silhouette will be clean, in a shorter length, with an elastic waistband and a technical stretch fabric. "It's very Hollywood," he said. In women's, more athletic styles are among key trends and include a modern

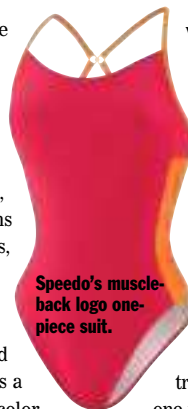
one-piece with a racer back and a tank silhouette with a zipper and a shot of electric blue.

At fifth-ranked Tommy Hilfiger, spring is inspired "by the spirit of a nautical journey," according to the company. "From sea to sand, deck to harbor, the look is quintessentially American, but at home anywhere in the world.

"Swimwear is a great category for us because it speaks to the classic, cool, all-American lifestyle that people around the world love about the brand," said Anne Marino, president of licensing for Tommy Hilfiger. "The spring swim collection gives a new twist to the nautical inspirations at the heart of the brand's heritage. Swimwear Anywhere is a category leader in the swim market, and we are pleased to partner with them as we further develop our swimwear business."

Stripes are reinvented with playful patterns and nautical motifs, and bold color combinations capture a preppy and playful vibe." The collection, which is licensed to Swimwear Anywhere, features anchor prints on bikinis and one-pieces, color-blocked oxfords in a tennis-dress style, lots of belts on suits and cover-ups, and patchwork prints in the brand's signature red, white and blue color palette.

Rounding out the top 10 are perpetual direct-mail competitors Lands' End and L.L. Bean, in sixth and seventh places, respectively, and Liz Claiborne, now an exclusive J.C. Penney brand, in eighth place.



Speedo's muscle-back logo one-piece suit.

Swim Top 10

1. Nike
2. Victoria's Secret
3. Calvin Klein
4. Speedo
5. Tommy Hilfiger
6. Lands' End
7. L.L. Bean
8. Liz Claiborne
9. Nautica
10. Mossimo

suits when we tell a story."

Nautica, ranking ninth, is also enjoying solid results at retail.

Men's swimwear is produced in-house while women's was recently licensed to Raj Manufacturing. "Our roots are nautical, and that's one of spring's most dominant statements," said Maria Vicari, president of licensing. In women's, key trends include sporty and rope details, nautical stripes, colorblocking and color accents.



Nautica's bandeau bikini.

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Anything Goes

By Alexandra Steigrad

VARIETY IS at the heart of the accessories world, and that means a wide array of price points and options. With fluctuating commodity costs, accessories designers have become crafty, creating diffusion lines, mixing materials and launching high-end contemporary collections to meet consumer demand for affordable and fashionable wares.

Facing volatile gold, silver, platinum and diamond prices, brands are incorporating lower-priced gems such as semiprecious stones to keep costs down. But creativity, value and a healthy flow of new inventory still rule the category.

That balance between price and product played out in the 10 most familiar brands, all of which are grappling to get their piece of what The NPD Group estimates is the \$51 billion U.S. women's accessories market.

With its accessibly priced handbags in the \$250-to-\$450 range, Coach Inc. took the top spot this year. With \$4.76 billion in sales, the New York-based brand revamped its offering with the introduction of Legacy, a dual-gender collection that includes apparel, footwear, bags, jewelry, eyewear and other accessories. Inspired by the brand's storied history, the line not only gave shoppers the chance to buy popular retro styles like its Duffle, it also changed the look of the brand's stores.

At number two is Gap, which has been in the process of a turnaround. With better marketing, improved product and a more targeted approach to strategic categories, the Gap and its sister brands Old Navy, Banana Republic and Athleta are focusing on sustaining a solid performance with key collaborations. Recently, Gap teamed with *GQ* magazine and Banana Republic hired Narciso Rodriguez as an adviser beginning with fall 2013.

Calvin Klein landed in third place for its men's and women's accessories, which exude a modern, minimalist aesthetic. Simple square shoulder bags contrast the headier, flashy footwear, which includes embellished gold motifs and metal adornments.



Blue leather ballet flats from the Gap.

The brand's work was noticed this year, as the Accessories Council honored Calvin Klein Collection's design trio, Francisco Costa (women's), Italo Zucchelli (men's) and Ulrich Grimm (men's and women's shoe and accessories creative director).

In fourth place is Guess Inc., which pairs its denim-centric roots with a dynamic handbag, small leather goods and footwear offering. With 30 years under its belt, Guess said it will continue to push in the accessories category this year, as the company invests more heavily in digital and marketing efforts.

Footwear and accessories brand Nine West

ranked fifth. The Jones Group-owned label has invested in its in-store presentation and its collection. This fall, Nine West opened The World According to 9, a boutique featuring theme-driven merchandised walls. The unit also houses the brand's first handbag line. It also launched its Vintage American Collection, which includes exclusive product from collaborations with Kate Ciepluch, Monica Botkier and Cynthia Dugan.

Liz Claiborne and Tommy Hilfiger tied for the sixth spot. For Claiborne, 2012 was a year of change. Liz Claiborne Inc. changed its name to Fifth & Pacific Cos. after selling its namesake brand to J.C. Penney Co. Inc. The brand's accessories haul includes no-frills handbags priced in the \$25 to \$60 range.

Meanwhile, strength in Hilfiger's European business propelled the brand this year, as consumers in that region snapped up Americana heritage

labels. The PVH Corp.-owned brand has made strides, expanding its reach internationally and building its accessories offer, which includes footwear, watches, jewelry, sunglasses and handbags. Men's and women's accessories tend to be priced under \$250. Bowler bags, knee-high riding boots, belts with tweed accents and simple rose gold-plated watches can all be found on the brand's Web site.

Ralph Lauren landed in eighth place. Accessories play an instrumental part in the brand's growth plans. On its second-quarter earnings call in November, president and chief operating officer Roger Farah said, "We think the Ralph Lauren aesthetic translates beautifully into accessories. One of the interesting realities of our results to date, both the extraordinary margin in wholesale and the extraordinary margin we now operate in retail, is without high penetration to accessories, which,

A tote bag from Ralph Lauren's spring 2013 collection.



properly executed, brings with it higher profit margins...My guess is over the long term, it's going to be a very big part of what we do."

The brand has made a point to showcase its accessories collection during New York Fashion Week to editors and shoppers alike. Besides a separate preview for editors, the firm recently gave its Instagram followers the first look at its spring 2013 collection.

The Ugg phenomenon continues. The brand, which is synonymous with slip-on sheepskin boots, ranks ninth on the list. In addition to its stronghold on the sheepskin-boot market, the Deckers Corp.-owned brand has extended its reach into men's and also recently launched a dual-gender, higher-priced, more fashion-forward line called Ugg Collection. Using exotic skins such as stingray and ostrich, the brand has added luxe bags, a variety of sandals, shoes and boots that nod to its heritage.

Fossil, the maker of watches, handbags and accessories, rounds out the list. It has elevated its collections—and brand awareness—with key collaborations, acquisitions and updated designs. This year, it acquired watch brand Skagen, introduced a higher-end heirloom leather collection that recalls the vintage leather in its handbags, and it also struck up a partnership with Karl Lagerfeld for limited-edition watches that will hit stores early next year. The company reeled in sales of \$2.57 billion for the year ended Feb. 14, a 26.4 percent jump in sales over the prior year.

Accessories Top 10

1. Coach
2. Gap
3. Calvin Klein
4. Guess
5. Nine West
6. Liz Claiborne (tie)
6. Tommy Hilfiger (tie)
8. Ralph Lauren
9. Ugg
10. Fossil



Black crocodile handbag from Calvin Klein Collection spring 2013.



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The Sporting Life

By Lisa Lockwood

THE 10 MOST recognized brands in sportswear are a mix of activewear, mainstream denim and vertical retailers. What they have in common is they make popular fashion basics that aren't too expensive, they cater to women, men and children, and their brands have high-profile images.

A great pair of jeans, basic Ts and sweaters, sweatshirts and sneakers appear to be what customers conjure up first and foremost when asked about the sportswear brands they know best, and the survey's results support that.

Brands that made the Top 10 in sportswear have global recognition, owing to generous ad budgets that use a combination of print, TV, outdoor venues and social media to keep their names in the public eye. Several brands have affiliated themselves with charitable endeavors, and many have significantly invested in overseas distribution.

Gaining and maintaining top awareness is no easy feat. For the year ended Sept. 30, 2012, U.S. women's sportswear (jeans, pants, shorts, active bottoms, sweatpants, sweatshirts, athletic sets, skirts-skorts) generated \$109.6 billion in sales, up 4 percent from a year ago, according to The NPJ Group's Consumer Tracking Service.

Old Navy came out as the most recognized sportswear brand. In recent seasons, the retailer has shown product improvement and continues to drive business with compelling price points. This year, Old Navy opened its first store outside of North America — in Tokyo — and said it would begin an international rollout.

Executives at Levi Strauss, which took the number-two spot, have been feeling positive about the brand's business with J.C. Penney Co. Inc., noting that 700 JCP remodeled units with Levi's in-store shops had experienced "dramatic positive improvement," while those stores not yet remodeled fairly closely followed "the overall J.C. Penney decline." To counteract softness in the global economy, Levi's licensed its boys' business in the Americas and is phasing out the Denizen brand in Asia.

Coming in third was Nike, the Beaverton, Ore.-based activewear giant. In February, Nike unveiled a series of cutting-edge, lightweight performance innovations designed for track, basketball and other activities. Multiple products were unveiled, ranging from Nike Flyknit footwear to the Nike Hyper Elite basketball uniform to the next generation of Nike Lunarlon footwear.

Placing fourth is Lee Jeans, whose awareness is boosted by 537,186 "likes" on Facebook and its sponsorship of Lee National Denim Day. Since its inception in 1996, the program has promoted "One Day, One Cause, One Cure" and become one of the largest single-day fund-raisers for breast cancer—and one of the most captivating social action campaigns in the country. The event has raised more than \$80 million.

Fifth-ranked Gap has shown improved sales and began a new global marketing campaign called "Love Comes in Every Shade," celebrating the many forms of love—from puppy love and married love to best friend love and sibling love. The holiday campaign features different relationships, such as actor Michael J. Fox and his wife, Tracy Pollan; rapper Nas and his father, blues musician Olu Dara, and the cast of NBC's *The New Normal*. Puppy love is represented by actor Jack Huston and his dog, Orso. As part of the campaign in the U.S. and Canada, Gap has partnered with online communities Postagram and Pinterest.

Ranking sixth is Calvin Klein, known for decades for jeans and underwear all over the world. Klein also produces in an array of categories from sportswear, active performance, knitwear, jackets and outerwear to handbags, accessories, footwear, sunglasses and dresses. In October, parent PVH Corp. said it would acquire Warnaco Group Inc. in a deal valued at \$2.9 billion. The transaction is expected to turn PVH into an \$8 billion global lifestyle and fashion giant, and will reunite Calvin Klein with its two largest apparel categories: underwear, owned by Warnaco, and jeanswear, licensed to it.

In May, Calvin Klein boosted its profile in a strategic marketing alliance with Barclays Center, the new sports and entertainment venue in Brooklyn, and the Brooklyn Nets. The sponsorship agreement includes Calvin Klein branding throughout the venue, a major advertising presence and special Calvin Klein VIP rooms.

Seventh-ranked teen specialty retailer Aéropostale, which operates more than 980 stores across the U.S., Puerto Rico and Canada, in October unveiled a prototype at Roosevelt Field Mall in Garden City, N.Y. The store's technology-enabled features include a jukebox where teens can vote for the music played in the store, iPods in fitting rooms and Apple desk-



Calvin Klein ranked sixth.

tops and iPads for scanning products and reading reviews. Aéropostale is also the sponsor of the Z-100 Jingle Ball for the second year.

Adidas placed eighth. Ceo Herbert Hainer said, "We have a full pipeline of game-changing product innovation and fresh brand activation that will shake up the market."

Hainer attributed much of the brand's success—overall sales rose by 10 percent in the third quarter—to high visibility at global sporting events. In North America, the brand grew 11 percent in the quarter. Adidas America president Patrik Nilsson said, "We had one of our strongest back-to-school seasons, with our Originals business up nearly 40 percent during that time. We also saw great results in our basketball business, with sales up nearly 60 percent thanks to Rose, AdiZero Crazy Light 2 and our NBA partnership." Adidas signed teen idol Justin Bieber as the face of its teen Neo sports lifestyle line.

In ninth place was VF Corp.'s Wrangler. In the U.S., the brand has two big businesses: the western outdoor specialty trade and the mass market. Wrangler Jeans opened its first stand-alone store in Europe, a 1,500-square-foot shop in Leipzig, Germany, in September; and plans to roll out the concept to major cities throughout Europe in the next few years.

Reebok, which took the number 10 spot, continues to face challenges, especially since its 10-year contract with the NFL expired. Revenues for the brand, part of Adidas AG, fell 25 percent in the third quarter and 20 percent year-to-date.

"We do see encouraging signs for the brand, particularly in markets led by our own retail and controlled-space initiatives," said Adidas' Hainer. It opened its first Reebok Fitness Hub in the U.S., this summer, on Fifth Avenue in New York. "Our Classics business is moving into a sustainable upward trend, [having increased] double digits in the third quarter, supported by strong new product introductions such as those with new brand ambassador Alicia Keys."

Sportswear Top 10

1. Old Navy
2. Levi Strauss
3. Nike
4. Lee
5. Gap
6. Calvin Klein
7. Aéropostale
8. Adidas
9. Wrangler
10. Reebok

Stores and Stars

By Rosemary Feitelberg

LIZ CLAIBORNE Inc. might have changed its name to Fifth & Pacific Cos. Inc. in May, but its signature brand still resonates with shoppers for dresses, suits and eveningwear. The label's versatile and affordable styles helped with its number-one ranking. Claiborne, which in the Seventies sent a generation of women to work in pantsuits, is now sold exclusively at J.C. Penney, where chief executive officer Ron Johnson sees the brand's concept shops as a drawing card for his chain.

In second place is Calvin Klein. Designer and creative director Francisco Costa described the spring collection as "Erotic. Feminine. Urban. Chic. High sophistication," and said he was inspired for the brand's signature collection by the elan of the late Carolyn Bessette-Kennedy, one of Calvin Klein's most famous employees. Her fashion sense was evident in the designer's artful tailoring, one of the hallmarks of her style during her brief time in the public eye.

In May, the company broadened its reach by unveiling Francisco Costa for Calvin Klein, a collection created exclusively for Macy's. The all-dress group was introduced as part of the department store's "A Magical Journey to Brasil" campaign. The diffusion line was a first for the Brazilian-born Costa.

Ralph Lauren ranked third for ready-to-wear with VIPs like Blake Lively, Penélope Cruz and Camilla Belle helping to raise the label's profile on the red carpet.

Nearly 40 years after Lauren designed costumes for the silver-screen version of *The Great Gatsby* starring Mia Farrow and Robert Redford, the designer reimaged the Jazz Age with more of a modern spin for his spring collection. And in doing so, there were plenty of biased-cut dresses, evening options and pantsuits.

Recruiting celebrity models has helped raise awareness among consumers for Ann Taylor. Kate Hudson is the latest to do the honors for the retail chain, sporting an

Talbots placed ninth.



Gucci landed in seventh place.



Looks from 10th-ranked Michael Kors.

assortment of dresses and other holiday items. The company has also been upgrading stores with what executives have described as a "highly productive and profitable new concept format," and managing inventory per square foot.

Having opened a Hong Kong store this fall and with another expected to bow in Shanghai in January, fifth-ranked Vera Wang

parking garage, among other things.

Stateside, Wang plans to open a store in San Francisco in January. For spring, Wang translated the languid lines, offbeat embellishments and sometimes tomboyish touches she loves into modern and body-hugging clothes. In July, the designer rolled out juniors apparel and accessories under the Princess Vera Wang label at Kohl's. The collection is an extension of Wang's fragrance of the same name, which she introduced in 2006.

Despite having VIP followers like Katie Holmes and Michelle Obama, J. Crew's president and executive creative director Jenna Lyons' personal style shows shoppers how to mix and match the label. The much-photographed Lyons is often pictured wearing unexpected combos of J. Crew pieces. The brand landed in sixth place on this year's Top 10. The strategy is adding up for the \$1.9 billion brand, which has upped its presence in Asia. It will open international stores next year and keeps lining up celebrity endorsements.

Seventh-place Gucci recently showed off an assortment of red-carpet dresses when it opened a Taiwan store in late November.

Dressing such celebrities as Salma Hayek and Lively is just one of the ways creative director Frida Giannini is reminding shoppers the brand has more to offer than bags and other accessories.

Rounding out this year's survey were Jones New York, Talbots and Michael Kors in the eighth, ninth and 10th slots, respectively. In November, Jones promoted Cynthia DiPietrantonio to chief operating officer, and she now oversees production for its overseas facilities, including its production offices in China and Hong Kong. Talbots president Lizanne Kindler is banking on versatility for its customers. "We truly believe that the key to our success is about providing our dedicated customer with an assortment of dresses, pants, knits and specialty tops," she has said.

Kors, meanwhile, which has set a high bar with its highly successful public offering, recently hired Ron Offir as senior vice president of e-commerce to make more of a global push with that business.

Ready-To-Wear Top 10

1. Liz Claiborne
2. Calvin Klein
3. Ralph Lauren
4. Ann Taylor
5. Vera Wang
6. J. Crew
7. Gucci
8. Jones New York
9. Talbots
10. Michael Kors

turned up for Shanghai Fashion Week in October. Strengthening the customer base in Asia is a priority for the company, which is polishing up a 4,752-square-foot Shanghai store that will have three bridal lounges, a VIP suite and a separate entrance from the

GUCCI PHOTO BY DAVIDE MAESTRI; KORS AND TALBOTS BY JOHN AQUINO

Tiffany's key necklace.

Innovation Drives the Sector

By Rachel Strugatz

THE JEWELRY and watch industry has endured a few rocky years.

Gold prices climbed to almost \$1,900 an ounce last August, and although prices have come down, gold closed at its highest rate in more than a month on Nov. 23, at \$1,750. (It closed at \$1,715 at press time.) Many even speculated that the volatile market would result in prices hitting the \$2,000 mark last year.

In September, for the first time since 2010, Swiss watch exports fell 2.7 percent compared with the same period in 2011. Global sales for the month hit 1.7 billion Swiss francs, or \$1.84 billion. The Federation of the Swiss Watch Industry said a slowdown in Asia contributed to the decline. Swiss watch exports to China and Hong Kong fell by more than 25 percent and 19 percent, respectively.

The fall comes after Swiss watch sales rose 13.6 percent the first three quarters of 2012.

Still, Unity Marketing's Luxury Consumption Index showed a significant increase in the third quarter—with accessories purchases rising 52.2 percent. Additionally, the category is performing well via mobile commerce—online shopping's fastest-growing sector. NYU think tank Luxury Lab (L2) found that watch and jewelry brands constituted 11 percent of all tablet sales—the highest proportion of any industry—in June.

The most recognized name in watches and jewelry, Timex, has made an effort to increase its appeal to women and the more trend-conscious. The 158-year-old brand started to introduce more fashion-forward styles a few years ago. Bestsellers this year range from the ladies' \$50 Elevated Classic Dress style with a leopard-print strap to the men's \$135 Dress Chronograph with gold-tone accents. The classic Weekender style remains a top seller for men and women.

Number-two Fossil is also stepping up its fashion component. In February, it unveiled the Georgia, available with either a metal or leather strap, and mimicking the effect of a bangle bracelet.

"We see an emphasis around jewelry, bangles and charms. It's all about the wrists and how our watches work well with our jewelry collection.

It's the watch that epitomizes the fusion between timepieces and jewelry. It looks great on a metal bracelet, on a leather strap or in gold, silver or rose gold," said Fossil executive vice president Tom Kennedy. He dispelled the notion that Fossil is solely a watch brand, even though the category comprises 71.8 percent of the label's business. Fossil, which acquired Danish watch company Skagen, generates significant revenues in jewelry and leather goods as well. It also produces watches and jewelry under license for brands like Michael Kors, DKNY and Marc by Marc Jacobs.

To set themselves apart, though, several brands have implemented advanced technologies—many of them proprietary.

Fourth-ranked Seiko—creator of the world's first quartz watch in 1969, followed by the first digital version in 1973—continues to innovate. In October, Seiko launched its Astron GPS Solar collection, the world's first solar GPS watch, with a series of events and an iPad app. Named after the 131-year-old brand's first quartz watch, the solar-powered timepiece (about \$1,800) doesn't require batteries. A patented technology receives GPS signals and identifies any of the world's 39 time zones.

Similarly, seventh-place Citizen's big push remains its battery-free Eco-Drive collection, which also uses a proprietary technology that continually recharges the watches. Its Proximity watch integrates low-

energy Bluetooth technology. In August, Citizen tapped Belarus native—and top-ranked player on the Women's Tennis Association Tour—Victoria Azarenka as its latest brand ambassador. This spring, the company tapped sports photographer Paul Aresu to shoot its campaign featuring Eli Manning, Matt Kenseth and Kim Clijsters, and expanded into digital advertising for the first time.

"There has been an inspiring evolution in the watch industry over the past few years," said Jeffrey Cohen, president of Citizen Watch Co. of America. "Smart purchases with real value have become the new status for consumers, rather than flashy, attention-grabbing options that demonstrate little more than the ability to spend a lot of money."

Bulova, an independent sub-

sidary of Tokyo-based Citizen, was acquired by Citizen from Loews Corp. in January 2008 for \$250 million. The 137-year-old company, headquartered in Woodside, New York, placed eighth and produces watches and clocks under the names Bulova, Bulova Clocks, Accutron, Caravelle, Frank Lloyd Wright Collection and Harley-Davidson Timepieces by Bulova.

Tiffany & Co. marked its 175th birthday this year with several initiatives, including the introduction of a new metal, Rubedo, and a world tour of its famous 128.54-carat Tiffany Diamond, which traveled to Tokyo, Beijing, Dubai and New York. A store was opened in SoHo, and plans to open a European flagship in Paris on the Avenue des Champs-Élysées in 2014 were revealed. The brand's presence online continued to grow, and in addition to strong followings across the social platforms, the Engagement Ring Finder app that launched in 2010 remains popular industrywide. The brand has struggled financially, though, reporting third-quarter profits plunging 29.6 percent, hit by high diamond and precious metal costs. In 2011, jewelry represented 91 percent of Tiffany & Co.'s net sales, and in October, it said it will shift its focus to the higher-end jewelry business. The new selling organization will take effect in 2013, taking statement pieces into account that surpass \$50,000.

Key players with decades of history in the industry might make up the bulk of the list, but licensed brands are picking up steam. Guess, Calvin Klein and Coach are other licensees comprising the top 10.

Calvin Klein's ck Calvin Klein Jewelry & Watches have been produced through a license agreement with The Swatch Group since 1997. Most recently, model Lara Stone starred in ads for ck Calvin Klein Jewelry & Watches (shot by Patrick Demarchelier). Coach, newer to the scene, started producing timepieces in 2010 with Movado. This year, Coach senior vice president of licensed businesses Javan Bunch called the sector a "major opportunity" for the brand, where watches retail from about \$158 to just less than \$400.

Despite its elite prices, the lofty status enjoyed by Rolex resonates with consumers, and landed the Geneva-based firm, which named Gian Riccardo Marini chief executive officer last year, in the fifth spot.

Citizen's ad featuring New York Giant Eli Manning.

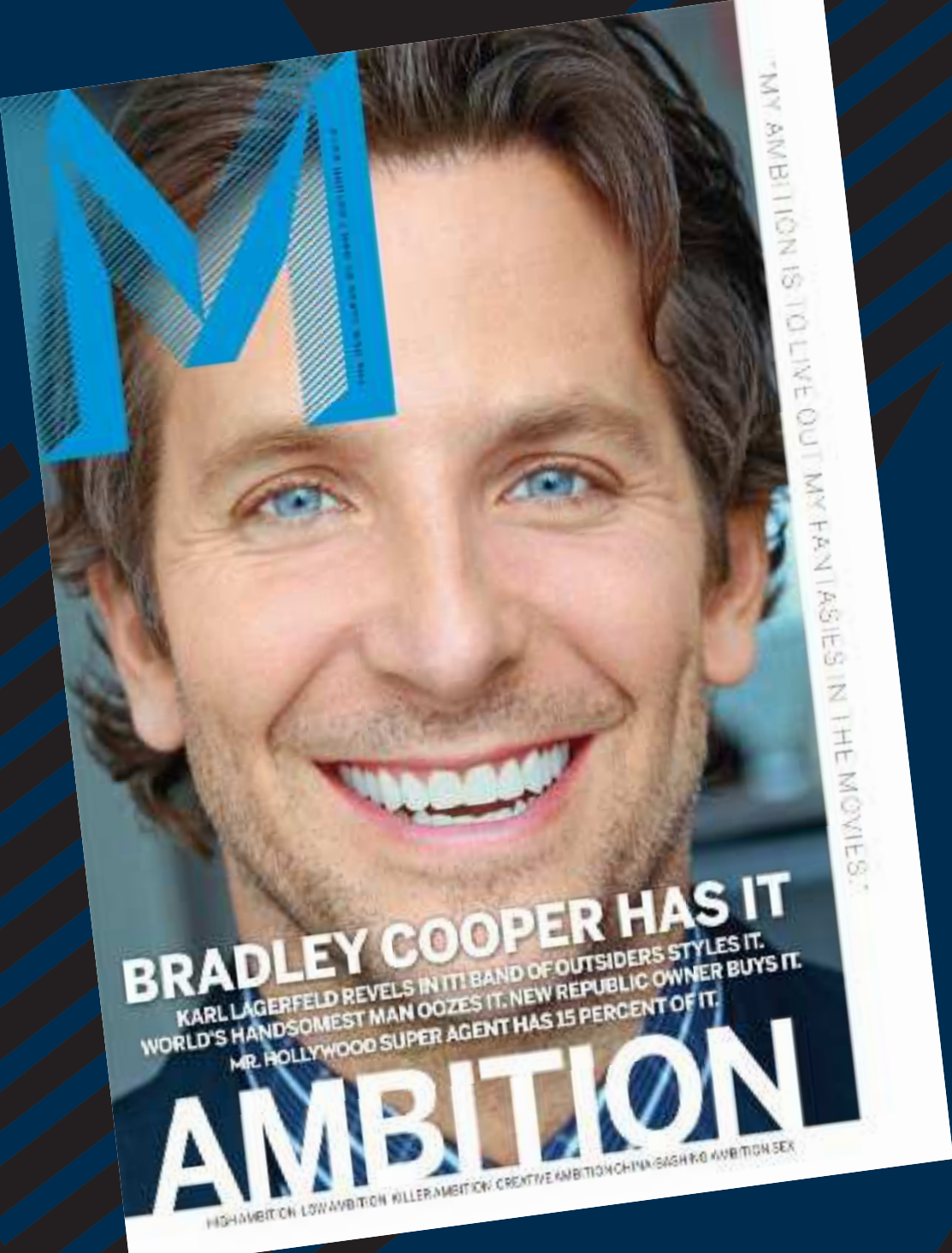


Jewelry & Watches Top 10

1. **Timex**
2. **Fossil**
3. **Guess**
4. **Seiko**
5. **Rolex**
6. **Coach**
7. **Citizen**
8. **Bulova**
9. **Calvin Klein**
10. **Tiffany & Co.**



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Jockey1249

Hey, Big Spender

By Karyn Monget

TWO OF THE oldest motivations in the world appear to be responsible for making innerwear a major player in the WWD 100: sex and money.

That's the general consensus of executives in the \$10.6 billion U.S. innerwear industry, whose high-profile brands spark instant recognition.

It's no surprise, considering the 24-7 media exposure that lingerie has received in wide-reaching advertising and marketing campaigns, multimedia channels and social media, including Facebook and Twitter, YouTube, and a prolific number of fast-growing e-commerce sites. Whether on the red carpet, where celebrities like Oprah Winfrey, Gwyneth Paltrow, Emily Blunt, Carrie Underwood and Jessica Alba openly talk about their undergarments, or with endorsements such as Hanes' long-time partnership with sports superstar Michael Jordan, Jockey's venture with celebrity stylist Rachel Zoe or Maidenform's gig with *Mad Men* costume designer Janie Bryant—the popularity of lingerie has rocketed.

Much of the action has been generated by Victoria's Secret and its slick "Very Sexy" marketing campaigns as well as the annual Victoria's Secret Fashion Show featuring barely clad Angels such as Miranda Kerr, Adriana Lima and Alessandra Ambrosio.

Ed Razek, president and chief creative officer of Victoria's Secret, said advertising dollars and a sensual image get a brand noticed.

"Our show was the number-one TV show for adults in the U.S. last year, for people 18 to 49 years old, and the number-one TV show for adult women ages 18 to 34. That's the target audience for a lot of advertisers," he said.

Victoria's Secret ran into a few bumps, however. The "Sexy Little Geisha" look was removed from the specialty retailer's e-commerce site

in September due to protests from Asian-American groups, and in November, a Native American-inspired costume in the show sparked criticism from consumers and Native American groups. The costume was removed from this month's taped TV show.

Animal activists protested a pair of snake eyes from a taxidermist used on a Snake Charmer costume. VS officials said the snake eyes weren't real.

Examples of brands that spend big to nurture, update and keep their labels out front include Calvin Klein Underwear, with an estimated \$50 million to \$75 million marketing arsenal, and Victoria's Secret, at an

estimated \$90 million to \$100 million—\$10 million of which is spent on the annual show. The media spend for Hanes is around \$40 million to \$50 million, and Fruit of the Loom's marketing arsenal is between \$70 million and \$90 million, mainly for prime-time TV ads like the Olympics Ribbons underwear campaign during the Summer Olympics.

Jockey believes in marketing with celebrity cachet. Dustin Cohn, chief marketing officer at Jockey International, said the launch of the Rachel Zoe Major Must-Haves collection was an "important" addition to the 136-year-old Jockey business. The campaign launched in November magazines such as *Marie Claire*, *Elle*, *InStyle*, *Redbook*, *Shape* and *Women's Health*, followed by outdoor advertising



A Victoria's Secret Angel.

in Los Angeles, New York and Chicago with the new tag line "New Shapewear from Jockey, Major Curves Ahead." The campaign is also being communicated through digital ads on Hulu, on Rachel Zoe's Facebook and Twitter pages, and on The Zoe Report, a digital newsletter with 350,000 followers.

Meanwhile, the \$600 million Maidenform company is constantly reinventing its heritage brand. Maidenform celebrated its 90th anniversary this year with a new spin on brand image, product transformation and expansion into additional categories of activewear and hosiery. Maurice Reznik, chief executive officer of Maidenform Brands Inc., noted, "What's interesting is people just assume that we also do hosiery, sports bras and activewear...The timing is great, and we will have a total bodywear brand. Devotion Comfort [bras] will be our biggest launch since One Fabulous Fit."

Another big influence on brand awareness as well as business is the issue of consumer trust. Three heritage bra brands on the top-10 list exemplify brand loyalty and trust for multigenerational consumers: Playtex, Vanity Fair and Bali.

On a more whimsical note, Joe Boxer, with its licky-face signature, is not just about underwear anymore. The Kmart-owned label has been repositioned as a lifestyle brand, and the retailer has aggressively expanded products for men, women and kids that range from pajamas and active separates to accessories for men, women and kids, as well as home accessories.



A look from Hanes.

Innerwear Top 10

1. Victoria's Secret
2. Hanes
3. Fruit of the Loom
4. Playtex
5. Jockey
6. Maidenform
7. Vanity Fair
8. Calvin Klein
9. Bali
10. Nike

INDEX

The 2012 WWD100 alphabetical listing of brands and their ranks.

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 - 15. Adidas
 - 14. Aéropostale
 - 79. American Apparel
 - 38. Ann Taylor
 - 43. Anne Klein
 - 40. Arizona (The Original Arizona Jean Co.)
 - 45. Bali
 - 32. Banana Republic
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 - 22. Jockey

Heritage Kicks It Up

DESPITE A PROLIFIC range of designer labels in hosiery departments at brick-and-mortar stores and e-commerce sites, heritage brands are more widely recognized by consumers.

These iconic brands have long been known for basic, sheer hosiery and socks, but over the past year there's been a big movement into the fashion arena. And traditional makers are stepping up with innovative new offerings.

The tough economy has taken a toll on a number of apparel categories, but it's been a boon for top legwear brands as consumers continue to seek inexpensive ways to dress up an outfit.

Six of the 10 best-known brands—Hanes (1), Fruit of the Loom (2), Leggs (3), No nonsense (4), Dr. Scholl's (7) and Gold Toe (10)—have been on shelves of mass marketers for years. With a growing number of consumers turning to mass marketers for big brand names, additional growth is being planned in the sheer hosiery and tights segment, which generated retail sales of \$997.6 million in the 12 months ending September 2012, according to The NPD Group.

The megabrands, primarily in mass channels, are dominated by Hanesbrands; Berkshire Hathaway; Golden Lady SpA, parent of Kayser-Roth; Gildan Activewear; and Merck, which owns the venerable Dr. Scholl's brand of footwear products. While a couple of firms produce designer brand hosiery—Hanesbrands holds the Donna Karan license and Kayser-Roth produces for sixth-ranked Calvin Klein—it's their sharper-priced products with a fashion spin that win top honors among many consumers.

The popularity of legwear as a fashion accessory began to blossom in 2011 with an expanded range of fashion colors, prints and textures, as well as new silhouettes like leggings. There's also been

a burgeoning demand for legwear that offers shaping benefits such as tummy control and derriere enhancement. Sheer hosiery, which had been flat for several years—especially during the past decade when the bare-leg trend was at its height—received a major lift last year as the legwear of choice by the Duchess of Cambridge and her sister, Pippa Middleton. Pretty, sheer hosiery has also made the celebrity circuit with the likes of Mischa Barton, Hayden Panettiere and Sarah Jessica Parker.

Capitalizing on fashion momentum, Hanesbrands, maker of Hanes and Leggs, enlisted celebrity stylist Phillip Bloch



Leggs hosiery ranked third.

to speak to the media and consumers about the impact of fashion on legwear. "Fashion tights and sheer hosiery have become a must-have," said Bloch, noting that sheers in various colors are a key trend.

Cathleen Moxham, lead designer and merchandiser for legwear at Hanesbrands, said sheers are a key area: "The interest in textures and pattern will certainly continue this spring. We call it seasonless dressing—a great, seasonless weight [of sheer hosiery] that transitions a woman's wardrobe perfectly like Silk Reflections Sheer Control-Top Tights. I believe the sheer leg is a redefined classic that can be an essential."

Kayser-Roth is making fashion a priority for its No nonsense brand. The company rolled out an ag-

gressive marketing campaign for No nonsense this fall with a full range of tights and leggings in fashion colors and textures. Julia Townsend, executive vice president and general manager of Kayser-Roth, said the push for fashion will focus on mass retailers and national food and drugstore chains.

Andrea Angelo, director of marketing for No nonsense, said, "Our research indicates strong demand for more contemporary legwear choices, and we want every woman to have easy access to this hot new accessory, whether it's a pair of bright tights or classic black leggings."

It appears Fruit of the Loom is beginning to take inspiration from its colorful fruit logo for women's socks, which now include a hot pink racer stripe in its women's Cotton Stretch Athletic Socks line, and Ultra Soft Socks.

Also in the Top 10 are four brands that represent a mix of mature heritage names and contemporary labels: Danskin (5), a 130-year-old brand that made its name in tights, tutus and leotards and has since grown into a fitness specialist at the Iconix Brand Group, and Gold Toe, an 83-year-old label owned by Gildan, continue to be household names with tried-and-true products. Gold Toe launched men's underwear in 2010 and will introduce outerwear in 2013. Spanx (8), launched in 2000 by Sara Blakely as a shapewear product she created by cutting the legs off of control-top hosiery, has become known as the sexy, go-to undergarment brand on the red carpet. Ninth-ranked Nine West, founded in 1978 as a footwear brand, has become an aspirational accessories brand under the aegis of The Jones Group, which acquired the brand in 1999. —K.M.

Legwear Top 10

1. Hanes
2. Fruit of the Loom
3. Leggs
4. No Nonsense
5. Danskin
6. Calvin Klein
7. Dr. Scholl's
8. Spanx
9. Nine West
10. Gold Toe

- 52. Joe Boxer
- 87. Jones New York
- 71. Juicy Couture
- 74. Kenneth Cole

L-M

- 99. L.E.I. Jeans
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- 28. Lands' End
- 62. Lauren Ralph Lauren
- 8. Lee
- 21. Leggs
- 4. Levi Strauss

- 91. Limited
- 17. Liz Claiborne
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- 58. Louis Vuitton
- 30. Maidenform
- 68. Michael Kors
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N-O

- 46. Nautica
- 39. New Balance
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- 5. Nike

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P-R

- 92. Pink
- 11. Playtex
- 85. Prada
- 76. Puma
- 13. Ralph Lauren
- 72. Ray-Ban
- 19. Reebok

- 55. Rolex
- 86. Route 66

S-T

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- 54. Seiko
- 64. Spanx
- 23. Speedo
- 78. Swarovski
- 85. Swatch
- 29. The North Face
- 59. Tiffany
- 60. Timberland

- 10. Timex
- 12. Tommy Hilfger

U-W

- 57. Ugg
- 67. Under Armour
- 34. Vanity Fair
- 100. Vans
- 89. Vera Bradley
- 48. Vera Wang
- 84. Versace
- 1. Victoria's Secret
- 16. Wrangler



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Mark: JOCKEY

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US Serial Number: 71444859

Application Filing Date: Jun. 26, 1941

US Registration Number: 391692

Registration Date: Nov. 18, 1941

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Dec. 15, 2011

▼ Mark Information

▲ Collapse All

Mark Literal Elements: JOCKEY

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

▼ Related Properties Information

Publish Previously Yes

Registered Mark:

Previously Registered Mark Dec. 05, 1961

Publication Date:

▼ Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Underwear, Such as Men's and Boys' Undershirts, Underdrawers, Both With and Without Legs, as Well as [Drawers Abdominal Supporting Band, Union Suits and] Hosiery

International Class(es): 025

U.S Class(es): 039 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 23, 1934

Use in Commerce: Nov. 23, 1934

▼ Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

▼ Current Owner(s) Information

Owner Name: Jockey International, Inc.

Owner Address: Legal Department
2300 60th Street
Kenosha, WISCONSIN UNITED STATES 53140

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

▼ Attorney/Correspondence Information

Attorney of Record

Docket Number: TM-1621

Correspondent

Correspondent Name/Address: Jockey International, Inc.
2300 60th Street
Legal Department
Kenosha, WISCONSIN UNITED STATES 53140

Phone: 262.658.8111 

Fax: 262.658.2006 

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Aug. 20, 2020	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Aug. 20, 2020	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 20, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 20, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 20, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 04, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 20, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Feb. 20, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 15, 2011	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	67657
Dec. 15, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67657
Oct. 18, 2011	TEAS SECTION 8 & 9 RECEIVED	
Oct. 02, 2008	CASE FILE IN TICRS	
Sep. 14, 2001	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	
Sep. 14, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 15, 2001	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Oct. 25, 1984	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 08, 1982	AMENDMENT UNDER SECTION 7 PROCESSED	
Nov. 18, 1981	REGISTERED AND RENEWED (SECOND RENEWAL - 20 YRS)	
Jun. 15, 1982	AMENDMENT UNDER SECTION 7 PROCESSED	

▼ **TM Staff and Location Information**

TM Staff Information - None

File Location

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JOCKEY

US Serial Number: 78830797

Application Filing Date: Mar. 07, 2006

US Registration Number: 3258066

Registration Date: Jul. 03, 2007

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 09, 2017

Publication Date: Apr. 17, 2007

▼ Mark Information

▲ Collapse All

Mark Literal Elements: JOCKEY

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

▼ Related Properties Information

Claimed Ownership of US Registrations: [0391692](#), [0509364](#), [2639847](#) and others

▼ Goods and Services

Note:

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- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Underwear tops and bottoms; shorts, shirts; active wear, namely, boxer shorts, bicycle shorts, gym shorts, pants, pul[] [sweat pants, sweat shirts, sweat shorts, sweat suits,] t-shirts, tank tops, jogging suits, warm-up suits; long underwear nightwear, pajamas; robes; panties, bras, all-in-ones in the nature of camisoles with built in bras, camisoles, foundati tops, stockings, tights and hosiery;[hats and clothing caps, jackets, and; clothing for infants and children, namely, ha body suits and rompers]

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis:	1(a)	
First Use:	Nov. 23, 1934	Use in Commerce: Nov. 23, 1934
▼ Basis Information (Case Level)		
Filed Use:	Yes	Currently Use: Yes
Filed ITU:	No	Currently ITU: No
Filed 44D:	No	Currently 44E: No
Filed 44E:	No	Currently 66A: No
Filed 66A:	No	Currently No Basis: No
Filed No Basis:	No	
▼ Current Owner(s) Information		
Owner Name:	Jockey International, Inc.	
Owner Address:	Legal Department 2300 60th Street Kenosha, WISCONSIN UNITED STATES 53140	
Legal Entity Type:	CORPORATION	State or Country Where Organized: WISCONSIN
▼ Attorney/Correspondence Information		
Attorney of Record		
Docket Number:	TM-2555	
Correspondent		
Correspondent Name/Address:	Jockey International, Inc. 2300 60th Street Legal Department Kenosha, WISCONSIN UNITED STATES 53140	
Phone:	262.658.8111 	Fax: 262.658.2006 
Domestic Representative - Not Found		
▼ Prosecution History		
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Aug. 20, 2020	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 20, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 20, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 20, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 09, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 09, 2017	REGISTERED AND RENEWED (FIRST	76293

	RENEWAL - 10 YRS)	
Aug. 09, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76293
Aug. 08, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Jun. 29, 2017	TEAS SECTION 8 & 9 RECEIVED	
Jan. 04, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 03, 2016	COURTESY REMINDER - SEC. 8 (10- YR)/SEC. 9 E-MAILED	
Feb. 20, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 20, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 16, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Aug. 16, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70132
Aug. 16, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Jul. 30, 2012	TEAS SECTION 8 & 15 RECEIVED	
Jul. 30, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 03, 2007	REGISTERED-PRINCIPAL REGISTER	
Apr. 17, 2007	PUBLISHED FOR OPPOSITION	
Mar. 28, 2007	NOTICE OF PUBLICATION	
Feb. 28, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76529
Feb. 27, 2007	ASSIGNED TO LIE	76529
Jan. 23, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 29, 2006	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Nov. 29, 2006	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
May 24, 2006	LETTER OF SUSPENSION E-MAILED	6332
May 24, 2006	SUSPENSION LETTER WRITTEN	82110
May 18, 2006	EXAMINER'S AMENDMENT ENTERED	88888
May 18, 2006	EXAMINERS AMENDMENT E-MAILED	6328
May 18, 2006	EXAMINERS AMENDMENT -WRITTEN	82110
May 18, 2006	ASSIGNED TO EXAMINER	82110
Mar. 13, 2006	NEW APPLICATION ENTERED IN TRAM	

▼ **TM Staff and Location Information**

TM Staff Information - None

File Location


Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 09, 2017

▼ **Assignment Abstract Of Title Information - Click to Load**

▼ **Proceedings - Click to Load**

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STATUS	DOCUMENTS	MAINTENANCE	Back to Search	Print
Generated on: This page was generated by TSDR on 2020-10-26 17:17:40 EDT				
Mark: JOCKEY		No Image exists for this case.		
US Serial Number:	71539027	Application Filing Date:	Oct. 25, 1947	
US Registration Number:	509364	Registration Date:	May 03, 1949	
Register:	Principal			
Mark Type:	Trademark			
TM5 Common Status Descriptor:		LIVE/REGISTRATION/Issued and Active		
		The trademark application has been registered with the Office.		
Status:	The registration has been renewed.			
Status Date:	May 17, 2019			
▼ Mark Information				▲ Collapse All
Mark Literal Elements:	JOCKEY			
Standard Character Claim:	No			
Mark Drawing Type:	1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)			
▼ Related Properties Information				
Claimed Ownership of US Registrations:	0391692 , 0392114			
▼ Goods and Services				
Note:				
The following symbols indicate that the registrant/owner has amended the goods/services:				
<ul style="list-style-type: none"> • Brackets [...] indicate deleted goods/services; • Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and • Asterisks *...* identify additional (new) wording in the goods/services. 				
For:	MEN'S AND BOYS' UNDERWEAR, UNDERSHIRTS, [UNION SUITS,] HOSIERY, [SWIM TRUNKS, SPORT SHIRTS, AND T-SHIRTS			
International Class(es):	025	U.S Class(es):	039 - Primary Class	
Class Status:	ACTIVE			
Basis:	1(a)			
First Use:	Aug. 17, 1934	Use in Commerce:	Aug. 17, 1934	

Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes
Filed ITU:	No	Currently ITU:	No
Filed 44D:	No	Currently 44E:	No
Filed 44E:	No	Currently 66A:	No
Filed 66A:	No	Currently No Basis:	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	JOCKEY INTERNATIONAL, INC.		
Owner Address:	Legal Department 2300 60th Street Kenosha, WISCONSIN UNITED STATES 53140		
Legal Entity Type:	CORPORATION	State or Country Where Organized:	WISCONSIN

Attorney/Correspondence Information**Attorney of Record****Docket Number:** TM-1620**Correspondent**

Correspondent Name/Address: Jockey International, Inc.
2300 60th Street
Legal Department
Kenosha, WISCONSIN UNITED STATES 53140

Phone: 262.658.8111 **Fax:** 262.658.2006 **Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Aug. 20, 2020	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Aug. 20, 2020	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 20, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 20, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 20, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
May 17, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 17, 2019	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	67723
May 17, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723

May 17, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Apr. 15, 2019	TEAS SECTION 8 & 9 RECEIVED	
May 03, 2018	COURTESY REMINDER - SEC. 8 (10- YR)/SEC. 9 E-MAILED	
Jan. 04, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 20, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 20, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 26, 2008	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	67723
Nov. 26, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 19, 2008	ASSIGNED TO PARALEGAL	67723
Nov. 11, 2008	TEAS SECTION 8 & 9 RECEIVED	
Oct. 06, 2008	CASE FILE IN TICRS	
May 03, 1989	REGISTERED AND RENEWED (SECOND RENEWAL - 20 YRS)	
May 03, 1989	POST REGISTRATION ACTION CORRECTION	
Jan. 31, 1989	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 03, 1969	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Jun. 08, 1982	AMENDMENT UNDER SECTION 7 PROCESSED	
Jun. 15, 1982	AMENDMENT UNDER SECTION 7 PROCESSED	

▼ **TM Staff and Location Information**

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: May 17, 2019

▼ **Assignment Abstract Of Title Information - Click to Load**

▼ **Proceedings - Click to Load**

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STATUS

DOCUMENTS

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Mark: JOCKEY

No Image exists for this case.

US Serial Number: 78103577

Application Filing Date: Jan. 18, 2002

US Registration Number: 2639847

Registration Date: Oct. 22, 2002

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 06, 2012

Publication Date: Jul. 30, 2002

▼ Mark Information

▲ Collapse All

Mark Literal Elements: JOCKEY

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

▼ Related Properties Information

Claimed Ownership of US Registrations: [0391692](#), [0509364](#), [1671441](#)

▼ Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Retail clothing store services

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: May 1978

Use in Commerce: Oct. 1981

▼ Basis Information (Case Level)

Filed Use:	Yes	Currently Use:	Yes
Filed ITU:	No	Currently ITU:	No
Filed 44D:	No	Currently 44E:	No
Filed 44E:	No	Currently 66A:	No
Filed 66A:	No	Currently No Basis:	No
Filed No Basis:	No		

▼ Current Owner(s) Information

Owner Name:	Jockey International, Inc.		
Owner Address:	Legal Department 2300 60th Street Kenosha, WISCONSIN UNITED STATES 53140		
Legal Entity Type:	CORPORATION	State or Country Where Organized:	WISCONSIN

▼ Attorney/Correspondence Information

Attorney of Record

Docket Number: TM-1827

Correspondent

Correspondent Name/Address: Jockey International, Inc.
2300 60th Street
Legal Department
Kenosha, WISCONSIN UNITED STATES 53140

Phone: 262.658.8111 

Fax: 262.658.2006 

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Aug. 20, 2020	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
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Aug. 20, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 20, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 20, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 04, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 20, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 20, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Jul. 06, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 06, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76533
Jul. 06, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76533
Jul. 05, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Jun. 26, 2012	TEAS SECTION 8 & 9 RECEIVED	
Feb. 05, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Jan. 14, 2008	ASSIGNED TO PARALEGAL	69934
Jan. 10, 2008	TEAS SECTION 8 & 15 RECEIVED	
Nov. 30, 2007	CASE FILE IN TICRS	
Oct. 22, 2002	REGISTERED-PRINCIPAL REGISTER	
Jul. 30, 2002	PUBLISHED FOR OPPOSITION	
Jul. 10, 2002	NOTICE OF PUBLICATION	
May 16, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 14, 2002	ASSIGNED TO EXAMINER	76433
▼ TM Staff and Location Information		
TM Staff Information - None		
File Location		
Current Location:	GENERIC WEB UPDATE	Date in Location: Jul. 06, 2012
▼ Assignment Abstract Of Title Information - Click to Load		
▼ Proceedings - Click to Load		

EXHIBIT C



BUY PRINT July 1941. "Detroit, Michigan. Buying men's shorts in the Crowley-Milner department store." Not just any shorts, but "No-Squirm" Jockeys. Large-format negative by Arthur Siegel for the Office of War Information. | [Click image for Comments.](#) | [Home](#) | [Browse All Photos](#)



"Working Hard, Pard?"

COWBOY: You said it, jockey! Branding is just one extra chore I'm helping with since most of our hands are in uniform. How about you?

JOCKEY: Busier than ever. The makers of Jockey Underwear—of which I'm the trade-mark—are working hard on war contracts. And because Uncle Sam rightly gets first call on raw materials, civilians often have to hunt for Jockey. Yet the demand is the greatest in our history!

COWBOY: You tellin' me? I've had plenty of trouble getting jockey myself—and that's true of just about all the branded things our outfit buys.

JOCKEY: It shows how much trade-marks mean to the American people, Pard. Trade-marked merchandise is first with them because they know that the manufacturers stand behind it, and that they'll get full value for their money. The brand you're putting on that calf is a good illustration.

COWBOY: How do you mean, Jockey?

JOCKEY: Well, that brand is your trade-mark. It helps keep rustlers from stealing your cattle because it makes it practically impossible for them to sell through legitimate channels. You wouldn't knowingly put your brand on any steer headed for the black market, and you won't find other brands or trade-marks on meat sold in the alley.

Brands are placed only on products of which producers and retailers are proud... and people are willing to shop for them because they know that, through research in design and materials, the manufacturers are giving them the best available under wartime conditions. In general, that's how all types of trade-marks work.

COWBOY: Never did think of it that way before, jockey, but it's the truth!



Jockey Midway
Two pieces—
Comforted Elites
No Mark



Jockey Underwear

Coopers INC.
KILGUS WISCONSIN

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO SEATTLE
Made and Shipped in France in Wartime, America, Inc. in America in Canada
Selling 500,000,000 Pairs in World Since 1914 in 21 Countries, 100,000,000 Pairs
In New Zealand by Lane-Ridley Products, Ltd., Christchurch, N.Z.



There is Only One

Babe Ruth

714 homers! That's what the bats give the Sultan of Swat in 22 years of Major League baseball. No one has ever approached this record nor his mark of 50 home runs for the season of 1927. This greatest ball player of all time will long be remembered as the one and only "Babe."



There is Only One
Jockey



Jockey Longs

No underwear has scored such a "hit" in men's support comfort as *Jockey*—the international favorite that ended "Squirming." Only *Jockey* has the patented Y-Front construction — scientifically perfected for masculine support. Only *Jockey* has the "friendly" pouch structurally cradled for gentle, bracing, buoyant uplift. The convenient No-Gap opening . . . the bulkless crotch . . . and the smooth seams properly placed for complete freedom of action without binding or chafing are consistent with *Jockey's* high batting average for exclusive all-round comfort features. So, *insist* on *Jockey* when you buy. Yes, the unmatched support and comfort features of *Jockey* are found in all models, longs or shorts, but only in the garment bearing the label—**JOCKEY**.

Coopers
MADE IN U.S.A.

THERE'S ONLY ONE JOCKEY
It's a Brand...It's a Trade Mark...It's Patented

Jockey Underwear

Licensed for Canada, Montreal; for British Isles, Lyle & Scott; for Australia, Tweedle Knitting Mills; for New Zealand, Lane-Walker Knitwear; for Switzerland, Vallouber



This advertisement is scheduled to appear in the following publications:

Saturday Evening Post, February 23, 1946

Life, February 18, 1946



Xciting!

(but not Xpensive!)

They're style-leading,
value-giving

COOPERS[®] SOX

For that bright spot in your day (or night) here's the answer—the newest and latest thing for Spring—this cable stripe pattern by COOPERS. And it's only one of the many distinctive new Spring styles now at your COOPERS dealer... every one planned to give you real comfort, good looks and value. See them now... buy a supply. From 55¢ to \$3.50 a pair.

SOLE APPEAL and heel! All-weather sports-type ankle, heel and toe patches in a combination of "DOT" & "B" fluorescent colors.



1. **ROPERFECT** RAMP DESIGN. Soft, warm, extra comfortable cable-knit & more.

2. **SMART "FROG"** STRIPES. Distinctive stripes. Comfortable and soft. (50¢ each pair, available in 10 pair color combinations).

3. **FANCY CLOCK**. Knee-high and reinforced cotton top, heel and toe. (75¢ each pair in 4 color combinations).

4. **ENOUGH TO BE KING**. In casual, wear at office. A variety of colors to choose from, with or without elastic tops.

5. **4-COLOR BLOCK AND DOT**. Your choice of 4 color combinations in all sizes, available in 10 pair combinations.

CUT THIS AD, send it to your dealer, let your dealer see what you want—and make sure they're COOPERS!



Makers of famous
JOCKEY[®] Underwear

48

Jockey

SHORT

MADE IN U.S.A. BY

W. L. & G. Co.

U.S. PAT. & DES. 2,788,800

RE-
300



PRICE
\$1.25

Jockey[®]

THE FAMOUS BRAND OF
SUPPORT UNDERWEAR

ORIGINATED AND
MANUFACTURED BY

Coopers[®]

STYLE 10075

1 x 1 Rib Lt. Wt. Cotton
GET JOCKEY SHIRTS TO MATCH



YOUR BEST BUY
see other side



Look for this
Mark on the garment



Men on the go

go for **Jockey**[®] UNDERWEAR
BRAND



made only by *Coopers*[®]

His deeds, not his words, are the tip-off on *the man on the go*. He's going places, and going in style—with Jockey brand underwear.

You know him; you may even *be* the man. In which case, Jockey briefs are the shorts for you. They're built for the modern man who likes his shorts smooth-fitting and comfortable. They can't gap, bind, twist or pinch—whether you sit, stand, walk or run. Jockey briefs are the most widely—and least successfully—imitated shorts in the world, for men on the go know they're in a class by themselves for comfort and fit.



Known the world over by this symbol Coopers, Incorporated—Konica, Wm. Licensees and registered users. Canada: J. R. Mould Company. United: Australia: Saxon Knitting Mills; British Isles: Lyle & Scott; New Zealand: Lyle, Walker, Johnston; Switzerland: Vollmüller; France: Vendoc; Colombia: Teófilo, Ego, Billy; Brazil: Danmark; Java, South Africa: Niman & Louren; Germany: Volma; Austria: Josef Huber's Erben; Ireland: Dublin Shirt & Collar Company; Mexico: Andros, S.A.; Venezuela: APIN.



Matching Jockey undershirts are tailored longer in back to keep them in place, shorter in front to avoid bulkiness. Long wearing, mighty comfortable.

You'll Like This
New Modern Underwear



Jockey
BRAND
SKANTS® brief

...for that SLIM-TRIM, comfortable look!

Here's the most original and practical men's underwear style since Coopers invented the Jockey brief! SKANTS are bikini-cut, tailored of 100% stretch Nylon that molds to your body. Especially designed for today's lean styles, SKANTS help you look trimmer - actually feel slimmer! Cut high on the sides, low at the waist, SKANTS provide maximum freedom of movement with minimum coverage. Choose yours in white or from a selection of colors (red, black, maize, light blue, light grey). Sized to fit perfectly. Try SKANTS. You've never known such comfort!

Jockey underwear
fashioned by the



feels better... because it fits better
house of *Coopers*
COOPERS, INCORPORATED - KECONA, WISCONSIN

JOCKEY CLASSIC



YOU SPEND TWO-THIRDS OF YOUR LIFE IN UNDERWEAR. SPEND THREE MINUTES READING WHY IT PAYS TO BUY THE BEST.

Jockey buys only fine Acala cotton grown in the lush fields of California's San Joaquin Valley.

We start with this preferred cotton and spin it into a luxuriously soft, absorbent yarn. We then knit this yarn into the most comfortable, fine gauge cotton fabric possible.

No other underwear offers you a more comfortable, all-around fit. A fabric that stretches without binding. A fabric that fits perfectly after many launderings. A fabric that has a natural elasticity that is the cotton cloth used in most ordinary underwear.

Jockey Midway[®] briefs are sewn from separate panels which are cut to precise dimensions. Most other manufacturers cut leg opening patches of fabric and call them briefs. If your briefs don't have shaping seams on the sides, chances are you're uncomfortable. But with the Jockey brand and its inverted Y-front[®] design, you're assured of comfort plus fashion.

So slip into a pair of Jockey Midway[®] briefs. Notice the close fit, the impeccable tailoring, the comfortable and unrestrictive feeling. You're treated to the gentle support of a double-layer, soft-cotton pouch; the comfortable control of cotton-covered real rubber leg openings; tailored styling that doesn't ride up and bind; and a strong waistband made with covered natural rubber which proudly displays the Jockey name and lasts as long as you own your Jockey Midway[®] briefs.

No other underwear has all these comforts that Jockey fit, that Jockey style, that Jockey quality. No other underwear feels better, fits better!

JUST JOCKEY For All Its Comfort.

Your satisfaction is guaranteed.

Washing instructions: Machine wash hot. Tumble dry medium.

Inches	28	30	32	34	36	38	40	42	44
Cm.	71	76	81	86	91	97	102	107	112

U.S.A.	28	30	32	34	36	38	40	42	44
G.B.	28	30	32	34	36	38	40	42	44
I	0	00	1	2	3	4	5	6	7
F	0	00	1	2	3	4	5	6	7
D	0	1	2	3	4	5	6	7	8

STYLE 1101

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Registered in U.S., Tm., Off.



MADE IN USA



Jockey
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Our beautiful new Jockey Factory Store in downtown Kenosha, WI!

👍 9

👍 Like 💬 Comment ➦ Share

Write a comment...



Jockey Outlet (5500 6th Ave, Kenosha, WI) - May 7, 2012

Like Comment Share

Write a comment...

https://www.facebook.com/JockeyOutletKenoshaWI/photos/a.300523160027532/300523383360...

COMFORTABLE * HYGIENIC * STYLISH

Jockey
CONTOURED SHIRTS

Straight-tail shirts bulk inconveniently in front. They're uncomfortable and unhygienic. When worn with brief Jockey Shirts, they protrude.

Jockey shaped-tail shirts are contour-cut to fit the male figure. No bulk, no climbing, and trim lines give sleek comfort.

DESIGNED AND MANUFACTURED BY
Coopers

Jockey
MADE WITH THE JOCKEY



Jockey



Like This Page · January 22, 2015 ·

In-store signage. (1940)

Mario Ladinz, Jugal Panwar, Ihsan Piracha and 3 others like this.



Jockey Being Family
Like This Page · April 12, 2016 · 🌐

4

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Write a comment...



Jockey Factory Store

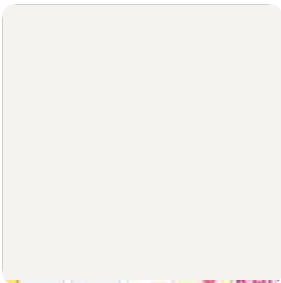
<https://www.google.com/maps/place/Jockey+Factory+Store/@42.5857487,-87.8186431,3a,75y,260h,100t/data=!3m8!1e1!3m6!1sAF1QipOjCAM-9SuEb-wk9ZNVcLNqeZsBt7EBNvxFS4iP!2e10!3e11!6shttps:%2F%2Fih5.googleusercontent.com%2Fp%2FAF1QipOjCAM-9SuEb-wk9ZNVcLNqeZsBt7EBNvxFS4iP%3Dw203-h100-k-no-pi-10-ya13.00001-ro-0-fo100!7i8704!8i4352!4m7!3m6!1s0x88055e5eeeb77bb5:0xbaf71baf88df61bf!8m2!3d42.5858618!4d-87.8189831!14m1!1BCgIYEg>



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Bob Solem

Street View - Oct 2019





10

#givejockey

LIMITED EDITION? "Y" NOT!

HOLIDAY Y-FRONT

Y-FRONT® FASHION TRUNKS

Striking patterns with the unmistakable Y-front® design deliver superior support, style and all-day comfort.

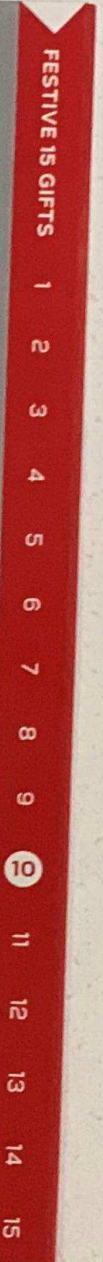
10930 S-XXL \$20 2 for \$30

48% cotton/48% modal/4% elastane. Machine wash and dry imported.

Colors: Newspaper Print (on-model), Green Stripe, Scottish Red, Golden Plaid, Gray Heather, French Blue



10930 \$20 | jockeyonline.com



JOCKEY

2300 60th Street | Kenosha, WI 53140

For Customer Service

Text us at 1.800.562.5391

PRINTED
U.S. POSTAGE
PAID
JOCKEY
INTERNATIONAL, INC.

source code

coupon code

JOCKEY® UNION SUIT
830300 S-XXL \$58



#givejockey
15

**THE CLASSIC
UNION SUIT**

SEE PAGES 4-5 FOR THE FESTIVE 15

**25%
OFF**

YOUR ENTIRE PURCHASE

Prices and offers expire 12/31/15 at 11:59 p.m. PST. 25% Off on any merchandise purchase before tax and shipping. Not valid on final sale merchandise, 6709-6703 and 6705 and fit kits purchased on Jockey.com. Offer valid only on catalog and online orders from Jockey.com. Not valid in-store. No cash checks. Only valid on in-stock items. Void where prohibited. Cannot be combined with any other offer.

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Printed in USA. See product for further details. Also available on www.jockey.com/patents



1.866.256.2539 | JOCKEYCATALOG.COM

JOCKEY

HOLIDAY 2015



pages 6-7

pages 61-64

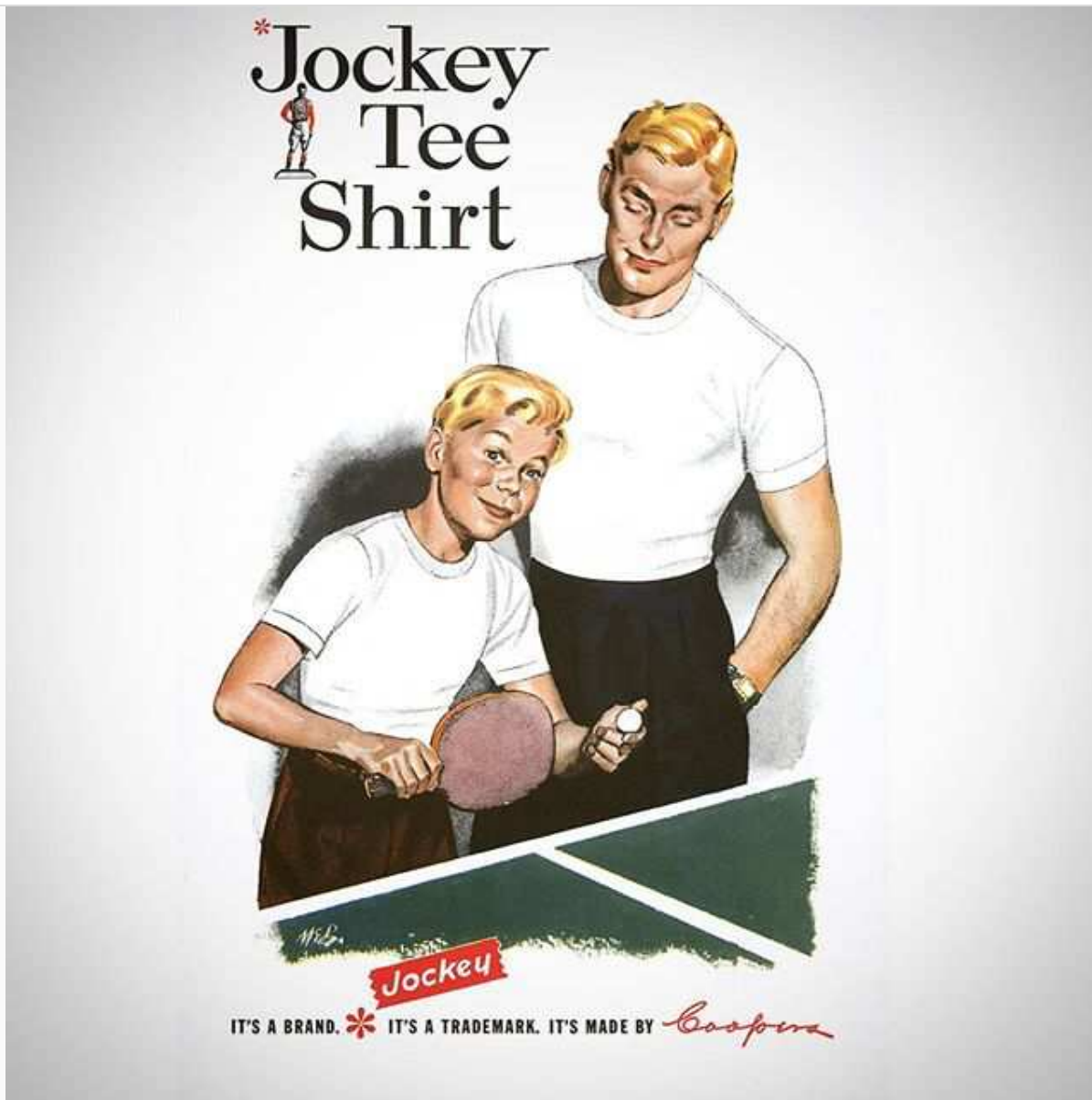


#givejockey

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OFF**

YOUR ENTIRE PURCHASE

See back cover for details



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JOCKEY jockey Ends tonight! Last day to enter to win a Jockey #tshirt with #STAYNEW technology! #tbt #vintagead
 Enter at: bit.ly/WinAWhiteTee
 Must be +18 yrs, US residents only!
 Ends Thursday, September 1, 2016 11:59pm PST. This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.

210w

india_tour_official nice
 210w Reply

vegasliz3 Can't find that site to enter!?

Heart, Comment, Share, Bookmark icons

148 likes

SEPTEMBER 1, 2016

Add a comment... Post



As part of the Kenosha community for more than 120 years, we are deeply saddened and concerned with the unrest and violence in the city of Kenosha.

We know the community is hurting and we hurt with them. Jockey is actively engaged in a leadership role with local and state government officials, other business, community, and religious leaders. As emotions run high, our primary concern is for the safety of ALL residents of Kenosha.

Kenosha is a proud, resilient and close-knit town. We will face our challenges head on, unite, heal and be stronger coming out of this. As a community, we are **STRONGER TOGETHER**. We pray for the Blake family and the healing of our country.

JOCKEY



Instagram



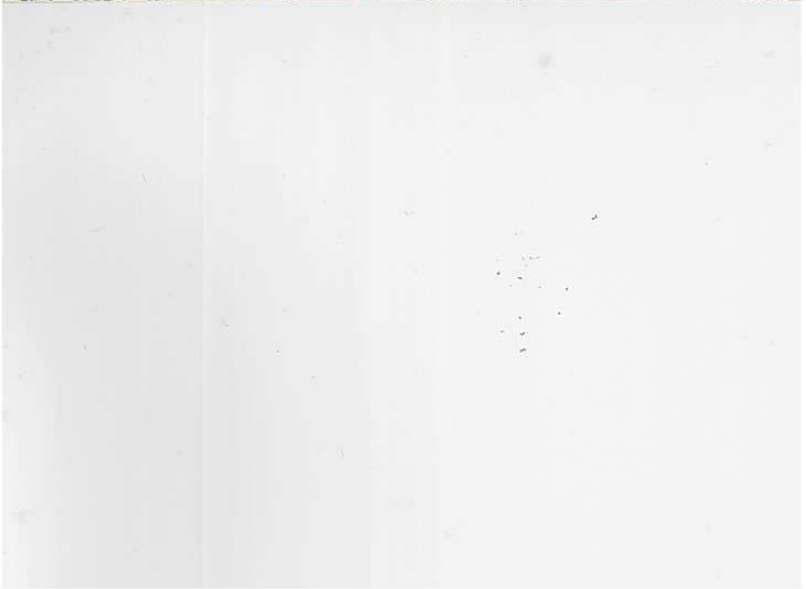
EXHIBIT D



In 1993 Donna Steigerwaldt created a park across from Jockey International's 60th Street headquarters building where employees could enjoy fresh air and give free reign to their creativity. The grounds had once been the site of the old Black Cat mill, later known as Allen-A Hosiery, a bitter rival of the Coopers in the 1920s.

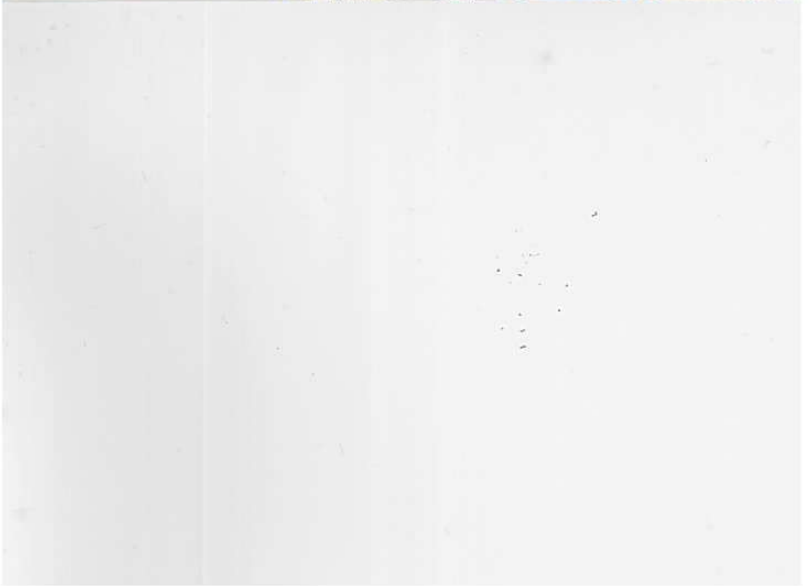








Jockey0988

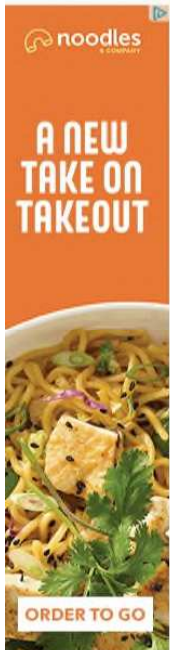




Jockey0990



Jockey0991



noodles & company
A NEW TAKE ON TAKEOUT
ORDER TO GO



NOW: Kenosha-based Jockey International to produce gowns, donate equipment for health care workers

NEXT: Hunger Task Force helps the hungry & those hungry to help

Updated: 5:11 p.m. on April 1, 2020

KENOSHA, Wis. (CBS 58) -- Kenosha-based company, Jockey International, Inc., is joining the fight against COVID-19. The company is now in the process of donating personal protective equipment (PPE) to first responders and healthcare workers across the country, including in Wisconsin.

Jockey's CEO made the announcement at the White House Monday, March 30 and Wednesday, April 1 the



UWM faculty, researchers and staff donate personal protective equipment to health care workers

58 READY WEATHER

MILWAUKEE, WI

TODAY
49°
Times of sun and clouds

TOMORROW
55°
Clouds giving way to sun

10 DAY FORECAST

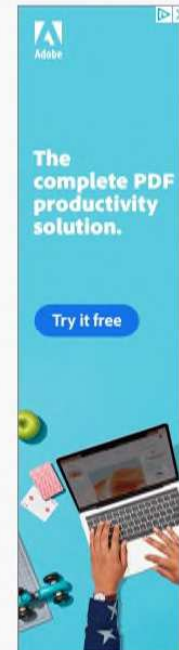


CBS 58 Ready Weather Forecast

RADAR

MAPS

CAMERAS



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The complete PDF productivity solution.
Try it free

EXHIBIT E

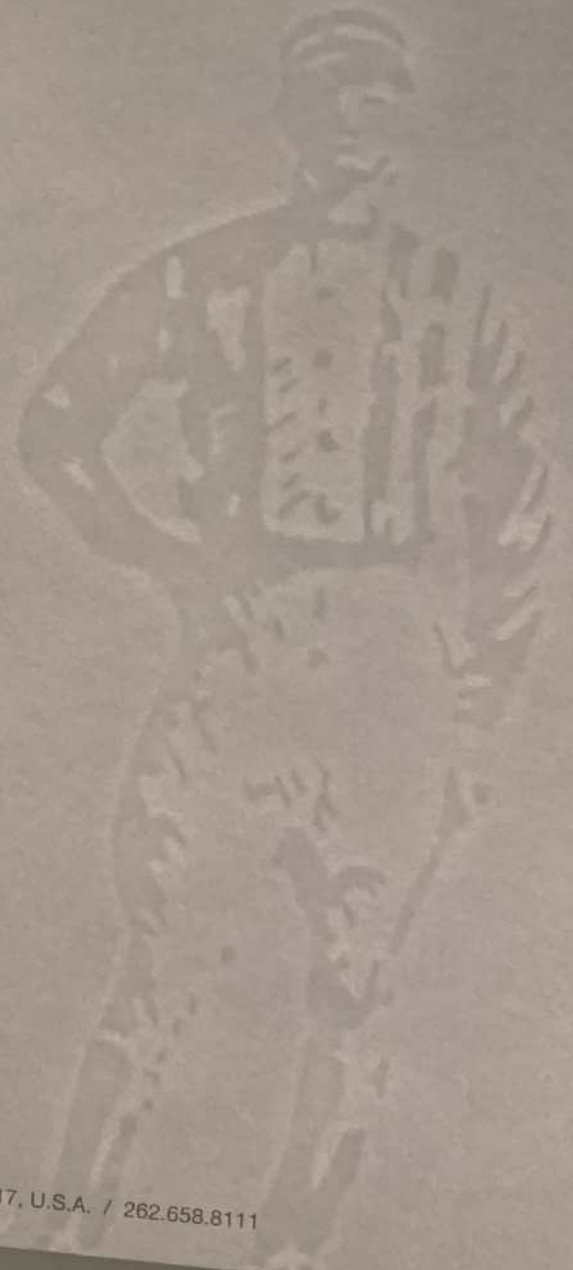




EXHIBIT F



JOCKEY INTERNATIONAL, INC.
Executive Offices



2300 60th Street, P.O. Box 1417 / Kenosha, Wisconsin 53141-1417, U.S.A. / 262.658.8111

JOCKEY.
INTERNATIONAL, INC.

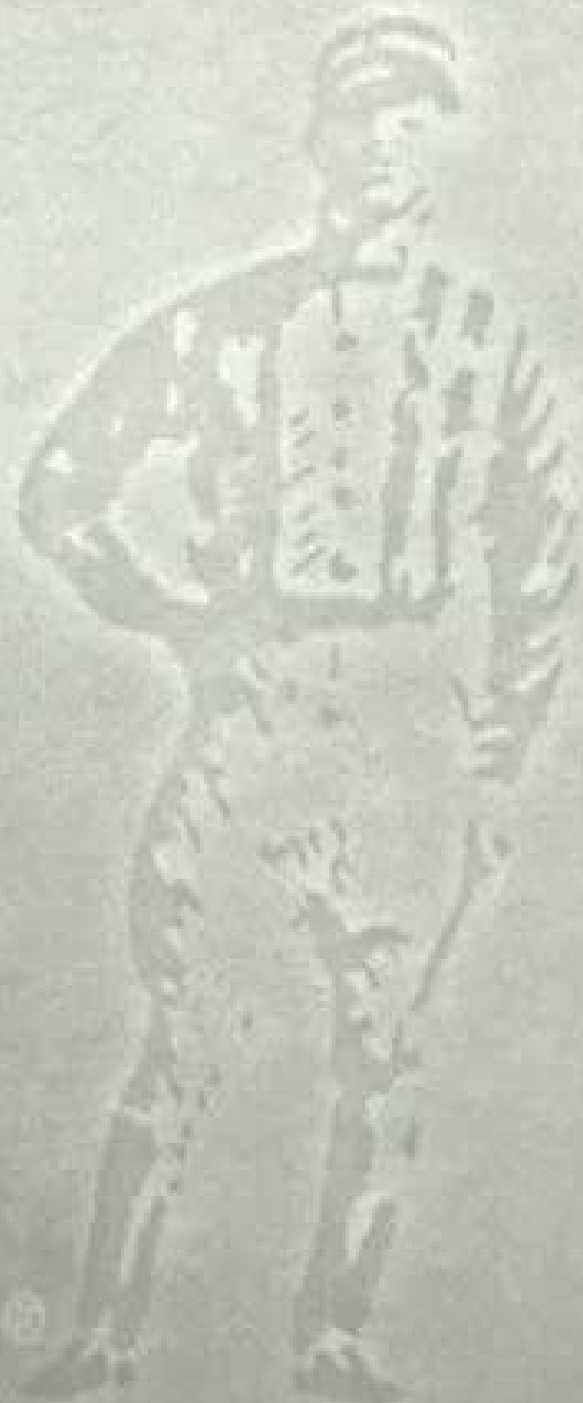
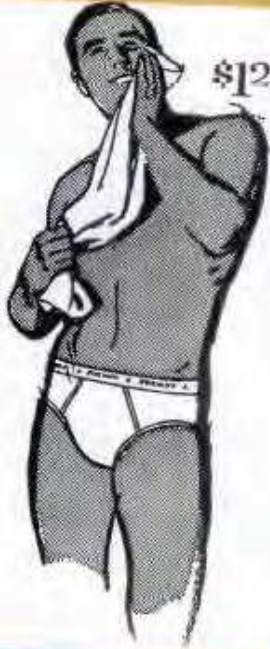


EXHIBIT G


Jockey

Life

**HIP
BRIEF**
Continental
Inspired



\$125

DESIGNED FOR THE YOUNG
MAN WHO ENJOYS LIFE





TIGHT SPOT

If your arms bind, get the Jockey Power-Knit® T-shirt



It won't bind under the arms. Won't sag at the neck. Won't expose your midsection. That's because the Jockey Power-Knit T-shirt is made a special way with three miles of combed cotton. (Ordinary T-shirts use only two miles of yarn.) Our extra mile lets us make a closer knit. A tougher knit. A Power-Knit that keeps its shape wash after wash. Laughs at shrinkage. Wears like iron. The price—\$1.50 (3-pack \$4.39). A great buy—it has ordinary T-shirts beat by a mile. It's not Jockey brand if it doesn't have the Jockey boy.



Shape is the fashion!

See exciting Jockey underwear fashions during The Great Shape-Up!

Los Angeles Times WEST magazine, April 30, 1967

West-View

by BURT PRELUTSKY

A Private Detective

If there's one thing I've always wanted to be, even when I was a kid, it's a private eye. Cowboys are okay in their place, but their place is on a horse. And while I suppose there may be a place I'd less like to be than on a horse, I think you have to die to get there. But from the first time I saw *The Maltese Falcon*, I knew I was born to the calling. Tough and cynical, cool but not cold, a killer with women, dynamite in a trench coat. Any guy who could bad-mouth the likes of Peter Lorre and Elisha Cook Jr. and leave them bleeding, take a beating without crying, and have his way with the likes of Mary Astor was my idea of a hero.

So the idea of meeting my very first, real-life private eye got me pretty worked up. For one thing, I had to go out and buy a snub-nosed revolver, a trench coat, the right sort of hat, a '41 Merc and a pair of gumshoes. Then I practiced sneering into a mirror for hours. Not a mean sneer, you understand, just a mildly sardonic sneer that said, "Fair warning, dum-dum! If you've got the marbles you were born with, you'll keep your left up, your gun handy and your women behind locked doors; Prelutsky's around."

The sneer mastered, I then went on to perfect the fine talent of talking with a cigarette locked between my teeth.

Then I was ready.
11:42 a.m.—Parked the Merc on a side street and lit a cigarette.

11:44—Flipped the butt out the window. It was quiet. Too quiet, if you get my drift. Across the street, a man and a woman. The doll looked kosher enough, but I wasn't buying. Too kosher, if you read me right. Her man was small, but wiry. Couldn't have been more than 2½ feet tall. Trying to pass himself off as a child. I fell for that mother and child routine once, and I've got the scars to prove it. I waited till they were out of sight. Then I pulled my brim down, my collar up, and I made my move.

11:47—I approached the apartment building. A dog just happened to walk over and start licking my hand. My shooting hand. His mistake. I laid him out with the old one-two, tied him up with a garden hose and stashed him in the bushes. So far, so good. Too good, you might say.

11:49—I beat a tattoo on the door. The door, taking me for a pushover, pulled a knife. His error. The old one-two and into the bushes. Dogs and doors: trust either and the next thing you know, you're pushing up daisies.

11:50—I entered. An old Irish doll with bright eyes and a nice smile came into the room. The old one-two and she took the count. I frisked her, but she was clean.

11:58—She came to. A little groggy around the edges, but a peek at the wrong end of the rod I had leveled at her breadbasket brought her back from Never-Never Land. "Okay, baby," said I, "I'm done fooling around. The next time's for keeps. I ask just once; I gave up repeating when I was six months old. Level, Big Mama, where's Ross?" "I'm Ross."

"You give me once more and it's Last Will and Testament time. Now, give it to me straight, hard and fast—where's Ross of the Ross Detective Agency?"

"I'm Ross of the Ross Detective Agency."
"But you're a lady," I said, taking off my hat. "Ladies



\$1.50



THOROBRED[®]



BRIEF
DELUXE QUALITY

Feels better because it fits better!

100% MERCERIZED
COMBED COTTON
SUPPORT A MAN NEEDS

JOCKEY

TALL MAN

CLASSIC BRIEF

EXTRA LONG RISE FOR
TALLER MEN 6'2" AND OVER
COMBED COTTON



JOCKEY BRAND UNDERWEAR FITS BETTER. IT FEELS BETTER.



Says Law Lags Behind Science In Life, Death

By ROBERT WENDEL
LONDON (UPI) — Dr. Bernard Dickens, upon arrival in London for his law suit, said that the "science of life and death" was far ahead of the law. He said the science of life and death was far ahead of the law, and that the law was far behind the science of life and death.

Dickens, 73, is a leading expert on artificial intelligence and artificial intelligence in general. He has written several books on the subject, including "The New Biology" and "The New Physics." He is also a member of the Royal Society and the Royal Academy of Sciences.

In his recent book, "The Science of Life and Death," Dickens argues that the law is far behind the science of life and death. He says that the law is based on a model of the world that is far from reality. He says that the law is based on a model of the world that is far from reality.

WOMAN'S CLINIC

By George W. Davis, Ph.D., M.D.

Dickens' advice should be heeded by all workers and employers, he said. He said that the law is based on a model of the world that is far from reality. He said that the law is based on a model of the world that is far from reality.

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Building In City Is Down

The City of Bucyrus during March reported that the building industry in the city was down by 10 percent. The city's building industry in March was down by 10 percent.

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Viewers should be advised that the City of Bucyrus during March reported that the building industry in the city was down by 10 percent. The city's building industry in March was down by 10 percent.

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Henry Block has 17 reasons why you should come to us for income tax help.

Reason 1. We take all the time we need when it comes to preparing your return. We conduct in-depth interviews to make sure we understand your personal tax situation. And we bring all information completely over to you.

DOORBLOCK
THE INCOME TAX PEOPLE
706 N. SANDUSKY AVE.

Clinton Got \$2 Million To Buy Property Tax Rollback

COLEMANVILLE (UPI) — Over \$2 million in local bond proceeds will be used to buy back property tax rollbacks that have been passed to the city of Colemanville, Ohio.

The city's bond proceeds will be used to buy back property tax rollbacks that have been passed to the city of Colemanville, Ohio.

Can. To Open New Machine State Lodge

LOVINGVILLE, Ohio (UPI) — The Ohio Department of Health announced today that it has approved the opening of a new machine state lodge in Lovington, Ohio.

The Ohio Department of Health announced today that it has approved the opening of a new machine state lodge in Lovington, Ohio.

Read The Want Ads

Present, **Ball & Turbon**

For information on Stocks and Bonds call **JIM NORDSTROM**

4315 E. 12th St. Ste. 100
Bucyrus, Ohio

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RESTAURANT

JOCKEY
RESTAURANT

JAYS
RESTAURANT

INCOME TAX MONEY COMING BACK!

When You get Your Check Deposit It at CITY BANK EARN 5% On PASSBOOK SAVINGS

CITY BANK

PANCAKE AND STEAK HOUSE SEAFOOD DAY

\$1.69

PERCH
FRIED CLAMS
SHRIMP BASKET

CHICKEN FISH
An unbeatable supply of golden fried chicken. Plus an endless stream of tasty fish.

BOTH ADVERTISEMENTS FOR ONE PRICE

2.99

BROWN DERBY
Brown Derby Bucyrus, in the Holiday Inn, 1515 N. Sandusky Ave.

TRADER HORN
RESTAURANT

TRADER HORN
RESTAURANT

BUCYRUS CITY BANK
FDIC

WOMEN ADVISORS
CHICAGO (UPI) — Edward G. Collins, one of three members of the House of Representatives, says he believes there will be no women advisers within six weeks.

BUCYRUS CITY BANK
FDIC

JOCKEY



LO-RISE BRIEF

M-32-34



APR 15 1976
TRADEMARK

MAN IN MOTION
DUAL PURPOSE
Swimsort/Underwear

00



Jim Hart/St. Louis Cardinals
Life® A-Shirt/Slim Gus Boxer



Denis Potvin/New York Islanders
Life® International Denim T-Shirt/Brief



Jo Jo White/Boston Celtics
élan™ Brief



Steve Carlton/Philadelphia Phillies
Nylon A-Shirt/Brief

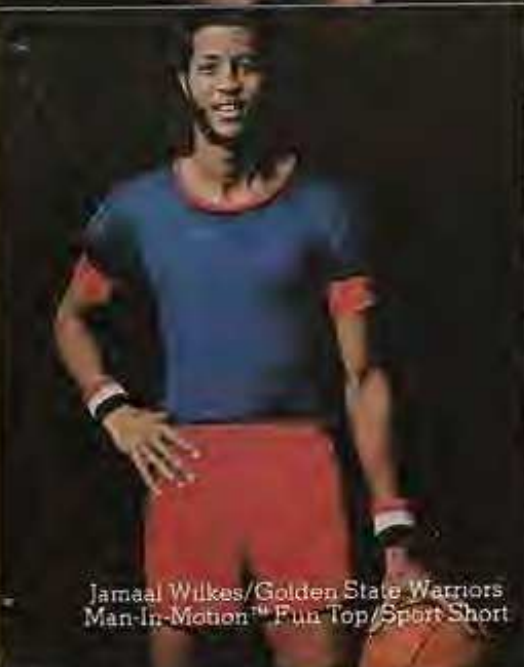
**TAKE AWAY
THEIR
UNIFORMS
AND WHO
ARE THEY.**

JOCKEY

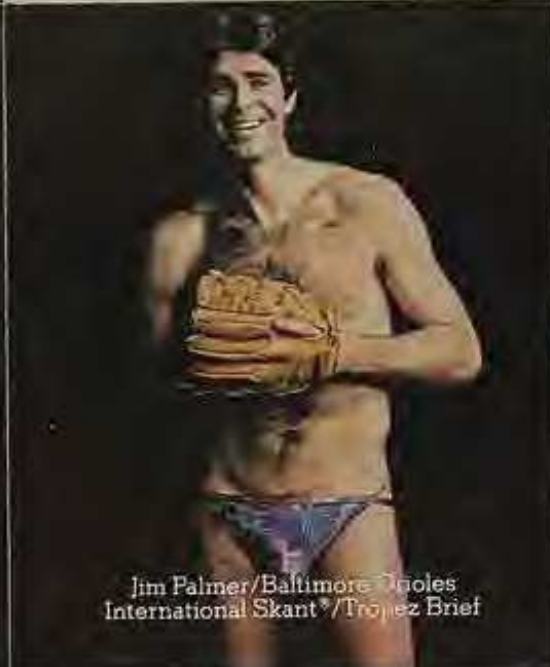
Jockey International, Inc. Knoxville, Tennessee 37940



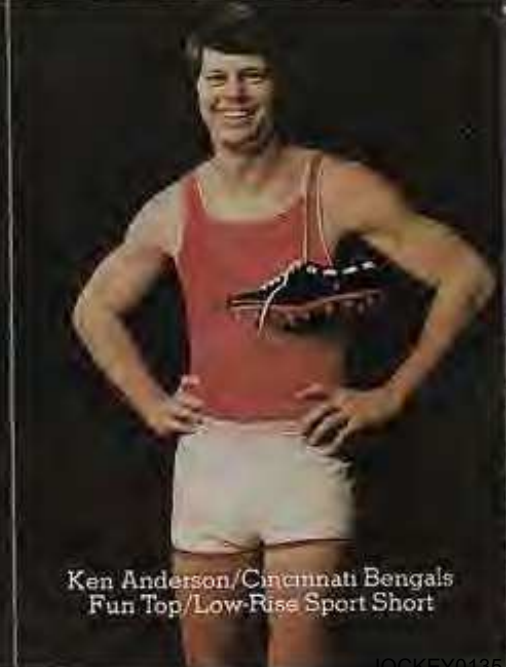
Pete Rose/Cincinnati Reds
International Skants® Metre Brief



Jamaal Wilkes/Golden State Warriors
Man-In-Motion™ Fun Top/Sport Short



Jim Palmer/Baltimore Orioles
International Skant®/Tropéz Brief



Ken Anderson/Cincinnati Bengals
Fun Top/Low-Rise Sport Short



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A COMMITMENT.

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**FOR COMFORT.
FOR VALUE.
NO ONE DOES IT
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JOCKEY® BRAND.**

**JIM PALMER
WEARS LIFE®
UNDERWEAR.**

Designed to add
new color to your life.
Color coordinated wardrobe
of shirts and briefs. Quality
crafted to keep their shape
wash after wash. Tailored in
soft, comfortable 100% combed
cotton. Many styles, colors
and patterns to choose from.

JOCKEY

The first name in underwear.





 **JOCKEY**[®]

SPORTSWEAR

JOCKEY[®]
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34
JOCKEY

JUST JOCKEY[®]

UNDERWEAR



No other underwear
has all these comforts.
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That Jockey fit.
That Jockey style.
No other underwear
looks better
or feels better.
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comforts.

Available at these
and other fine stores
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MARSHALL FIELD'S

XL



XL

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XL



JOCKEY

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3•100% COMBED COTTON/SKANTS•NOFLY

XL

• 100% Combed Cotton
 • Moisture Wicking
 • No Fly
 • Elastic Waistband
 • Machine Washable

XL

SHEER & COMFORTABLE

Pantyhose
Invisible Reinforced Sandalfoot
Cotton Crotch
Sheer 20 Denier Lycra[®]†



TUXEDO BLACK MEDIUM-TALL



HIPS: 39" - 44"
HT: 5'5" - 6'2"

\$5.00*

1950/25

Handwritten: RN 1508295

LEG FASHIONS

JOCKEY *For Her*[®]

*This may be the most comfortable,
long lasting, sheer hosiery you've ever worn.*



Sheer & Comfortable Pantyhose

 **JOCKEY**



 **JOCKEY**

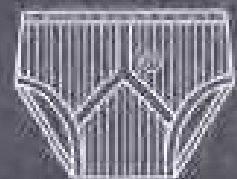
**COMFORT
RIBS**

**LOW RISE FLY FRONT BRIEF
SLIP BAS À BRAGUETTE**

100% combed cotton
100% coton peigné
Stretch rib fabric
Tissu côtelé qui prête

Satisfaction Guaranteed
Satisfaction Garantie
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Fabriqué aux États-Unis
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WASH WITH CARE
WASH WITH CARE
WASH WITH CARE
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WASH WITH CARE
WASH WITH CARE



"For me, the comfortable fit of Jockey For Her Underwear always scores a perfect '10'."



Nadia Comaneci
Olympic Gymnast
5 time Gold Medalist
Scored a perfect '10' in
seven Olympic Competitions
Montreal, Quebec
Canada



For Hosiery That Fit... Wear Jockey For Her® Hosiery with LYCRA

For an 18" x 30" underwear poster of this ad, send \$2.00 or check payable to:
Jockey International, Inc.
NADIA COMANECI POSTER,
Dept NR, P.O. Box 1839,
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All proceeds will be donated to:
Quebec Agency for
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Romanian Children's Division

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So Comfortable
JOCKEY
For Her

MAY COMPANY
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JOCKEY
INTERNATIONAL®



JOCKEY
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Jockey in the House?

Let 'em know you're  **JOCKEY.**

Doctors, Surgeons and Physical Therapists
Los Angeles County
November 15, 1997

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EXHIBIT H



Seamfree

shorts?

you bet! no seat seams to chafe!
no side seams to bind!

Jockey

Seamfree[®]
boxers



ideal. The first boxers ever tailored to *seamless construction!* Exclusive Jockey brand design for the smoothest fit and maximum comfort. Seams are eliminated from all potential discomfort areas. More room where you need it. Too. Try Jockey Seamfree boxers. You'll never wear ordinary boxer shorts again!

Approximate Retail Price: \$14.99 (Suggested Retail Price)
At the \$14.99 for 3475 - 14 days (100 & 1000) - \$4.99
At the \$14.99 for 3475 - 14 days (100 & 1000) - \$4.99
At the \$14.99 for 3475 - 14 days (100 & 1000) - \$4.99
At the \$14.99 for 3475 - 14 days (100 & 1000) - \$4.99

March 22, 1993

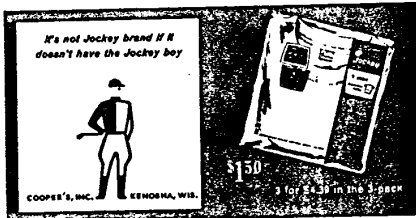
POWER-KNIT™



Only *Jockey* T-shirts are Power-Knit... keep their fit

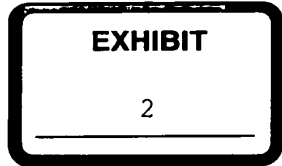
The Jockey Power-Knit T-shirt is *man-tailored*, from its exclusive, nylon-reinforced Seamfree® collar that smoothly hugs the neck to its extra-long tail that stays tucked in. It's built to take the roughest, toughest wear. It won't bag or sag. Weekly bouts with the laundry won't faze it.

Why? Because this new Jockey Power-Knit T-shirt is made with extra yarn for more strength (more absorbency, more comfort, too). And its special Pak-nit® combed-cotton fabric helps prevent length shrinkage. Only the Jockey Power-Knit T-shirt is made like this to keep its fit. The extra-value is knit right in.



Jockey POWER-KNIT T-SHIRTS

TAYLOR-LADD, Inc.
Ad No. 1081-R1-P. O. No. 4543
¾ page—3¼ x 12¼ inches—B & W
Parade, June 2, 1963





Jockey T-shirt T-tan. Made with
 a extra mile of crushed cotton
 for a lighter knit, a longer knit,
 a Power-Knit® to start slim, stay
 slim. Only \$7.50. 3-pack, \$20.99.



Life Fit briefs. 200 per 200. Jersey
 slacks, higher neck, longer leg.
 The lean look all day long.
 Only \$1.50.



Life Equated Briefs. Short. Full-on,
 the lean fit, perfect. Extraking,
 won't hide up. \$1.50.

Life Slim-Gee Briefs. Trim,
 tapered legs are wanted, too.
 won't rub up or down. \$1.50.

Jockey SPRING LEAN-UP TIME

the switch to slim is on in outerwear and underwear



Stores that set the styles are celebrating Jockey Spring Lean-Up Time right now. They are authorities on the long, lean look—a new cut of clothes that make a man look fit and trim. See it. Then get with Jockey, the underwear that makes the look possible.

Jockey Super Briefs, Power-Knit® T-shirts, and Life® underwear all fit the look, not fight it. They're styled slim, cut trim, and stay that way. Nothing to bulge, bind, or baffle the lean look.

Get your wardrobe of underwear up-to-date. Switch to Jockey slim styles at the stores celebrating Jockey Spring Lean-Up Time. You'll never have a better chance.

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MENSWEAR BY
Jockey
BRAND

\$125



BRIEF

Feels better because it fits better!

100% COMBED COTTON
SUPPORT A MAN NEEDS

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COMFORT FEATURES:

Extra Long Rise for
the TALL MAN

Exclusive tailoring for proper fit
and support a man needs

Comfort Design pouch
gives added comfort
and total no-gap security

Trim waistband is smoother-fitting,
heat-resistant, stronger, longer lasting

"No-chafe" leg openings...
soft rubber at outer thigh only

Soft, highly absorbent
100% combed cotton

WASHING INSTRUCTIONS:

Machine wash hot.

Tumble dry.



STYLE 1092

JOCKEY INTERNATIONAL®

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12 - Section 1

Chicago Tribune, Monday, March 27, 1972



Some of the modern sculptures which attract commuter attention to the Paris Metro.

Subway Exhibits Sculpture

BY KAY TYLER
 Some time next winter, Paris Metro will have a new attraction for its commuters. The Paris Transit Authority is planning to exhibit modern sculptures in the subway stations.

Other Metro Artistic Material Committee members are the artist, who brought together a group of modern sculpture artists, who brought together a group of modern sculpture artists, who brought together a group of modern sculpture artists...

The 10 exhibits in plastic, bronze, marble, and copper will be on display in 10 stations. Each day one of the exhibits will be the center of attention for commuters...

The project is the idea of the artist, who brought together a group of modern sculpture artists, who brought together a group of modern sculpture artists...

Evictions Blamed for Rent Curb

SANTA ROSA, Cal., March 26—The owner of a firm managing the homes for the homeless says he will send eviction notices to the tenants because he has a "quota" of Federal Housing Administration (FHA) tenants.

The quota, which is set by the Federal Housing Administration, is a limit on the number of tenants that can be evicted...

Eviction notices have been sent to a group of tenants in Santa Rosa, Calif., because of the quota...

Eviction notices have been sent to a group of tenants in Santa Rosa, Calif., because of the quota...

Shift Blame for Food Prices

BY DAVID FORENSTAD
 Wholesale meat dealers, the middlemen who help move a steer from feeding trough to your table, say they're serving a similar function with food prices—just passing along what comes in.

"We just pass on the higher prices that we passed on to us," explained Forrestad, 71, secretary of the National Association of Meat Packers, 228 S. Riverside Plaza, "It's the farmer and farmer's wife's work."

Wholesale meat dealers, the middlemen who help move a steer from feeding trough to your table, say they're serving a similar function with food prices...

Wholesale meat dealers, the middlemen who help move a steer from feeding trough to your table, say they're serving a similar function with food prices...

Monday & Thursday are great nights to shop on Oakton

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 West of State Highway
 IN SKOKIE
 WITH AND FASTER FINANCE

complete! customized! HOME AND OFFICE CLEANING SERVICE

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 (except Englewood and Midwestern Avenues)

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VERY SPECIALLY PRICED
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- smooth crepe cups
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- neoprene cup, B-C 34-40
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style	quantity	size
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Charge please no. C.O.D.

Check m.o.

Name

Address

City

State

Zip

Shave

Send me my copy of the coupon. Add for the C.O.D. charge where we deliver. Add for the postage, handling outside our delivery zone. We deliver charge on orders over \$10. 7-23-72

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 (except Englewood and Midwestern Avenues)

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STEP RIGHT UP AND GET YOUR DOLLAR!

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THIS NOTE IS NOT VALID FOR ALL STORES. FOR FULL PRINTS

ONE DOLLAR

EXTRA SPECIAL

Jockey® will give you one dollar to let you prove to yourself that Jockey underwear always finishes in the money!

You get a dollar back just for buying a set of three T-shirts or briefs. It's the Jockey® Very Brief Sale... and you're the winner! When you mail Jockey Membership the empty wrapper from a 3-pack, or 3 single packs of Jockey Classic Briefs or Power-Knit® T-shirts, plus the sales slip—Jockey will mail you back \$1. The briefs are 100% combed cotton with no-gap front and heat-resistant waist band; the T-shirt of long wearing combed cotton, has the Sportflex® collar. Mail wrapper and sales slip to: "The Jockey Very Brief Sale," P. O. Box 5707, Clinton, Iowa, 52732.

classic brief **3 for 4⁵⁰**

Power-Knit® T-shirt **3 for \$5**

phone 263-7733 today, or mail the coupon

Wieboldt's, Box 1207, Chicago, Ill. 60690

Please send me the following:

Quantity	Item	Price	Total \$
.....	Classic Brief #0027
.....	Power-Knit® T-shirt #0711
.....	Class. B-W-T-SL, 3 pack @ 4.50

Name

Address

City

State

Zip Code

Chk. Party Check m.o. C.O.D.

Send me my copy of the coupon. Add for the C.O.D. charge where we deliver. Add for the postage, handling outside our delivery zone. We deliver charge on orders over \$10. 7-23-72

WIEBOLDT'S-BRAID FASHIONABLE, ALL STORES

There's a Wieboldt store near you: STATE STREET • LAKEHURST • YORKTOWN • FORD CITY • BARDHURST • OAK PARK • EYANSTON • HARLEM-BRYNG • LAKEVIEW • ENGLEWOOD • MILWAUKEE AVENUE • LINCOLN VILLAGE • MEADOWDALE

JOCKEY®

COMFORT FEATURES:

Tailored with full proportions
for the BIG MAN

Extra long tail
stays lucked in

No-sag taped shoulder
and neck seams

No-sag, reinforced collar:
83% combed cotton, 17% nylon

Body: soft, highly absorbent
100% combed cotton

WASHING INSTRUCTIONS:
Machine wash hot.
Tumble dry.



STYLE 1794

Copyright © 1971, 1974
Jockey International, Inc.
Waltham, Massachusetts 02140
MADE IN U.S.A.
Ward Name Reserved



So Comfortable
JOCKEY

BIG MAN



YOU SPEND TWO-THIRDS OF YOUR LIFE IN UNDERWEAR. SPEND THREE MINUTES READING WHY IT HAS TO BE JOCKEY.

Jockey boys-only fine Acala cotton grows in the best cotton-growing area in the world, the San Joaquin Valley.

We start with this preferred cotton and spin it into the finest, softest, most absorbent yarn. We then knit this yarn into the finest, most comfortable, most gungy cotton fabric possible.

No other underwear offers you a more powerful, soft cotton fabric. A fabric that stretches without binding. A fabric that fits personally, even after many launderings. A fabric that has a natural elasticity not found in the coarse cloth used in most ordinary underwear.

Jockey Midway[®] briefs are sewn from separate panels which are die cut to precise dimensions. Most other manufacturers cut leg openings in tubes of fabric and call them briefs. If your briefs don't have shaping seams on both sides, chances are you're uncomfortable. But with the Jockey brand and its inverted Y-front[®] design, you're assured of comfort plus fashion.

So slip into a pair of Jockey Midway[®] briefs. Notice the close fit, the impeccable tailoring, the comfortable and unrestrictive feeling. You're treated to the gentle support of a double-layer, soft-cotton pouch, the comfortable control of cotton-covered real rubber leg openings, tailored seaming that doesn't ride up and bind and a strong waistband made with covered natural rubber which proudly displays the Jockey name and lasts as long as you own your Jockey Midway[®] briefs.



Machine wash hot.



Tumble dry medium.

JOCKEY

Inches	46	48	50	52	54	56	58	60
Cm.	117	122	127	132	137	142	147	152



Registered in U.S., T.M., C.M.

U.S.A.	46	48	50	52	54	56	58	60
G.B.	46	48	50	52	54	56	58	60
I	8	9	10	11	12	13	14	15
J	8	9	10	11	12	13	14	15
D	9	10	11	12	13	14	15	16

Style 1193

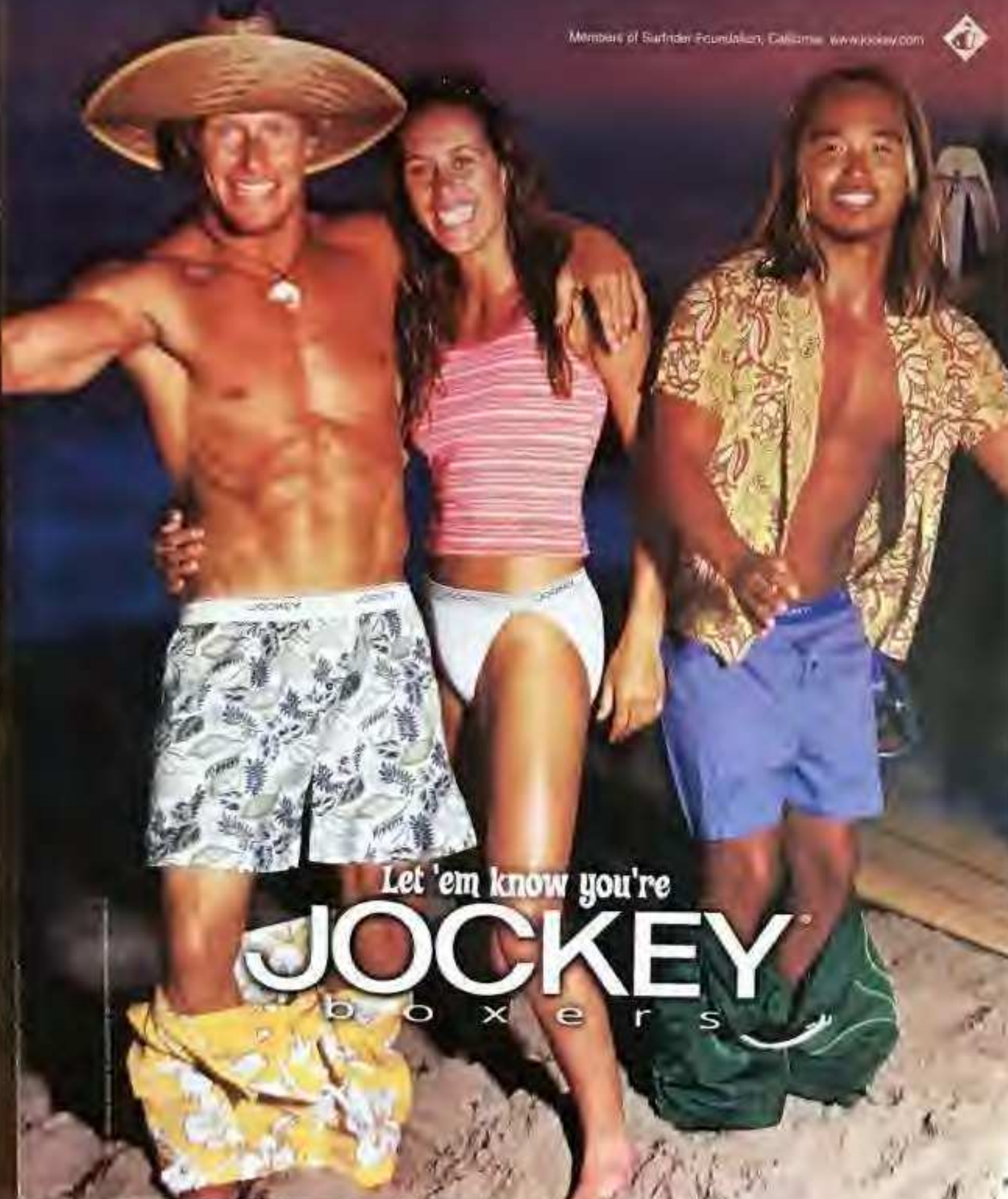
IN THE FUNCTION CATEGORY

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 Jockey International, Inc.
 P.O. Box 1000, San Francisco, CA 94111
 U.S.A. / Jockey S.p.A. /
 Via Broletto, 10 - 20121 Milano, Italy



EXHIBIT I

Members of Surf Rider Foundation, California. www.jockey.com

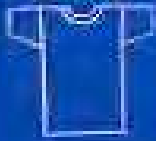


Let 'em know you're

JOCKEY
b o x e r s

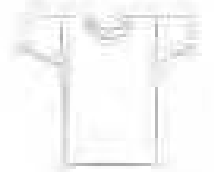
JOCKEY
T SHIRT

TEXTURED RIB



T SHIRT

JOCKEY



T

S

H

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JOCKEY SPORT



TEXTURED RIB

JOCKEY

save 30-40%
all Nike® & Speedo® swimwear for men
orig. \$18-\$40, sale 9.99-24.99

save 25%
all Jockey® underwear for men
reg. 6.50-21.00, sale 4.87-15.75
shop online P52322

YOUR CHOICE 6.99
HANES® CLASSICS® OR C&B SPORT 6-PK. ATHLETIC SOCKS for men, reg. \$10 ea.
shop online P52321

YOUR CHOICE 7.99
CHAMPION® 6-PK. or adidas® or NIKE® 3-PK. ATHLETIC SOCKS for men, reg. \$11-\$15 ea.

YOUR CHOICE 10.99
C&B SPORT 10-PK. OR NIKE® 6-PK. ATHLETIC SOCKS for men, reg. \$15 ea.

9.99
SPEEDO® TANK TOP OR TEE for men, orig. \$18

18.99
ENTIRE STOCK
SPEEDO® OR NIKE® LOGO SWIM TRUNKS for men, orig. \$28-\$30

24.99
SPEEDO® OR NIKE® FASHION SWIM TRUNKS for men, orig. \$38-\$40

save an EXTRA 30% off or 20% off or 15% off on everything Every Time You Use Your Kohl's Charge In Store and Online Now—Tuesday, May 25, 2004. See page 4 for details.

JOCKEY

2 • BRIEFS
100% COMBED COTTON



EXCLUSIVE Y-FRONT® FLY

JOCKEY®

 CLASSIC BIG MAN

GENUINE JOCKEY COMFORT, FIT AND QUALITY.

- FULL RISE WAISTLINE WITH CONTOURED LEG OPENINGS
- DOUBLE-LAYERED FLY CONSTRUCTION FOR MAXIMUM COMFORT AND ABSORBENCY
- NEVER-BIND ELASTIC WAISTBAND
- PREMIUM MULTI-PANEL JOCKEY TAILORING FOR A PERFECT FIT

46 48 50 52 54 56 58 60



Style# 1093
SATISFACTION GUARANTEED
1-800-JOCKEY1

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Jockey - Jockey International, Inc. x +

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INTERNET ARCHIVE
2370 captures
8 Jan 1997 - 2 Aug 2005

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2004 2005 2006

Specials/Clearance About Jockey my account my favorites view bag search

JOCKEY men women boys gifts baby what's new Being™ Magazine

Women's Activewear
spring 2005

All Bras
\$9.99
while supplies last

FREE SHIPPING!
on orders of \$25 or more

Winter CLEARANCE
values as low as \$1.99

Get Jockey Email

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Google Chrome

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Windows 10 Enterprise 64-bit Build 17134

25% to 54% Off PRACTICAL ESSENTIALS FOR DAD


25%
Off

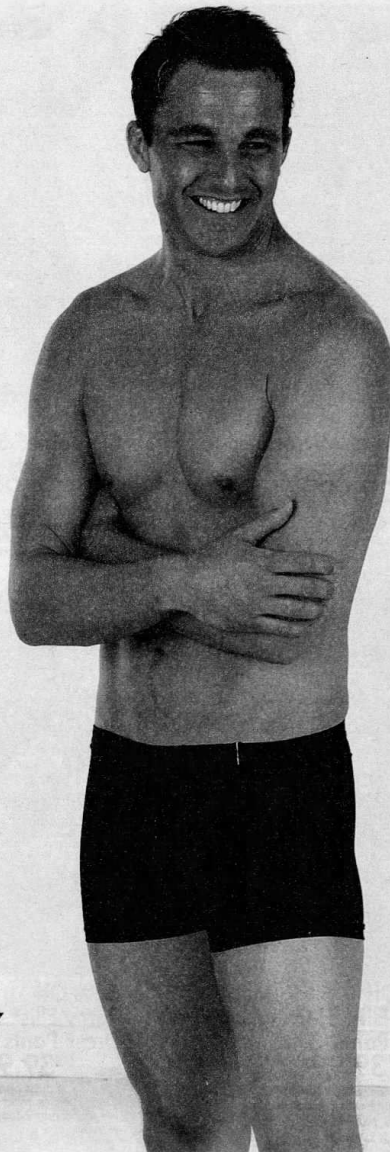
Mfr. sugg. retails
Jockey®
Underwear
for Men

Classic White
Crewneck and V-Neck
T-Shirts 3-Pack
Mfr. sugg. retail \$22
16.50


Classic White Briefs
and Athletic Shirts
3-Pack
Mfr. sugg. retail \$17
12.75


Fashion Underwear,
Elastic and Boxer Briefs
Mfr. sugg. retail \$10 to \$24
7.50 to \$18

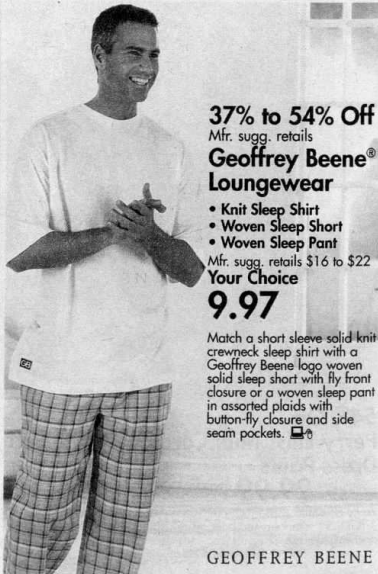
Introducing Jockey seam-free
underwear. Available in Camp
Hill, Wilmington, Lancaster,
Moorestown, Atlantic City, Exton
and Berkshire Malls. 
Sale ends June 19, 2005.



25% to 33% Off Mfr. sugg. retails
Gold Toe® Socks


25% Off
Mfr. sugg. retails \$6 to \$15 **4.50 to 11.25**
Dress, casual, sport and fashion styles in cotton, nylon and
wool blends, original acrylic and cotton fluffies. 

33% Off 6-Pack Athletic Sport Socks
Mfr. sugg. retail \$18 **11.99**  Item #593
Sale ends June 19, 2005.



37% to 54% Off
Mfr. sugg. retails
Geoffrey Beene®
Loungewear

- Knit Sleep Shirt
 - Woven Sleep Short
 - Woven Sleep Pant
- Mfr. sugg. retails \$16 to \$22
Your Choice
9.97

Match a short sleeve solid knit
crewneck sleep shirt with a
Geoffrey Beene logo woven
solid sleep short with fly front
closure or a woven sleep pant
in assorted plaids with
button-fly closure and side
seam pockets. 

GEOFFREY BEENE



FLY FRONT

1 • MIDWAY® BRIEF

97% COTTON / 3% LYCRA® SPANDEX

COMFORTABLE FIT +
STRETCH & SUPPORT



GENUINE JOCKEY COMFORT,
FIT AND QUALITY.™

- COTTON/LYCRA® SPANDEX RIB KNIT FABRIC PROVIDES STRETCH FOR EXTRA COMFORT AND A PERSONALIZED FIT
- FRONT PANEL DESIGN WITH HORIZONTAL FLY ENSURES COMFORT AND NO-GAP SECURITY
- FEATURES A DURABLE PLUSH WAISTBAND

S	M	L	XL	XXL
28-30	32-34	36-38	40-42	44-46



Style# 1138
SATISFACTION GUARANTEED
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JOCKEY®

 POUCH

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FLY FRONT

1 • MIDWAY® BRIEF

97% COTTON / 3% LYCRA® SPANDEX

COMFORTABLE FIT +
STRETCH & SUPPORT



JOCKEY®

 POUCH



THOROBRED™
SPORTSHIRT

ban-lon®

100% TEXTRALIZED NYLON

SHORT SLEEVE / \$5.95

Jockey - Jockey Club

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http://www.jockey.com/en-US/JockeyClub/

96 captures
17 Jun 2004 - 10 Feb 2013

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About this capture

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- My Points
- Store Locator
- FAQ

Check your Jockey Club Points
Find out how close you are to earning your next reward certificate.

Find a Jockey Store near you
Over 100 locations nationwide, find the one near you.

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Answers to common Club questions.



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3 • FULL RISE BRIEFS

100% COMBED COTTON

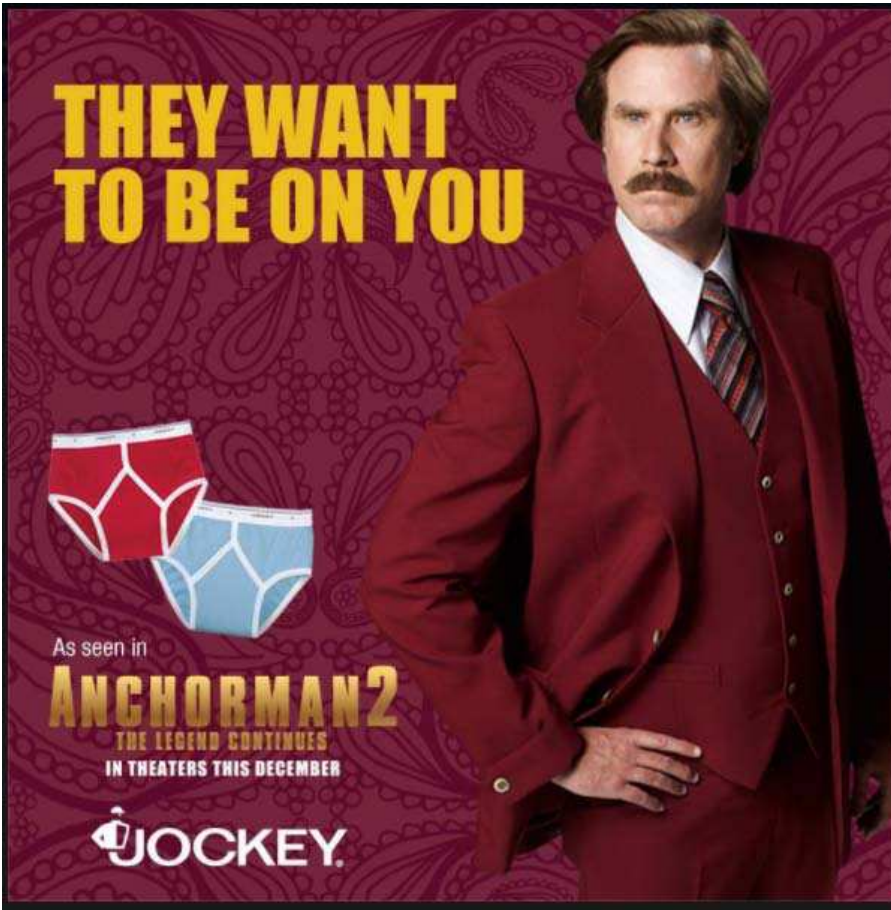


EXCLUSIVE Y-FRONT® FLY

JOCKEY®



CLASSIC



Jockey

Like This Page · December 17, 2013 ·

Need something stylish to wear under pleated pants? Try a pair of Sex Panther Red or Beard of Zeus Blue briefs. #BurgundyBriefs

Get a pair: <http://bit.ly/1hKUjAg>

Mayank Garg Minku, Tb Jn, Donn · Most Relevant
Carlo Banta Padrinao and 23 others like this.

9 Shares

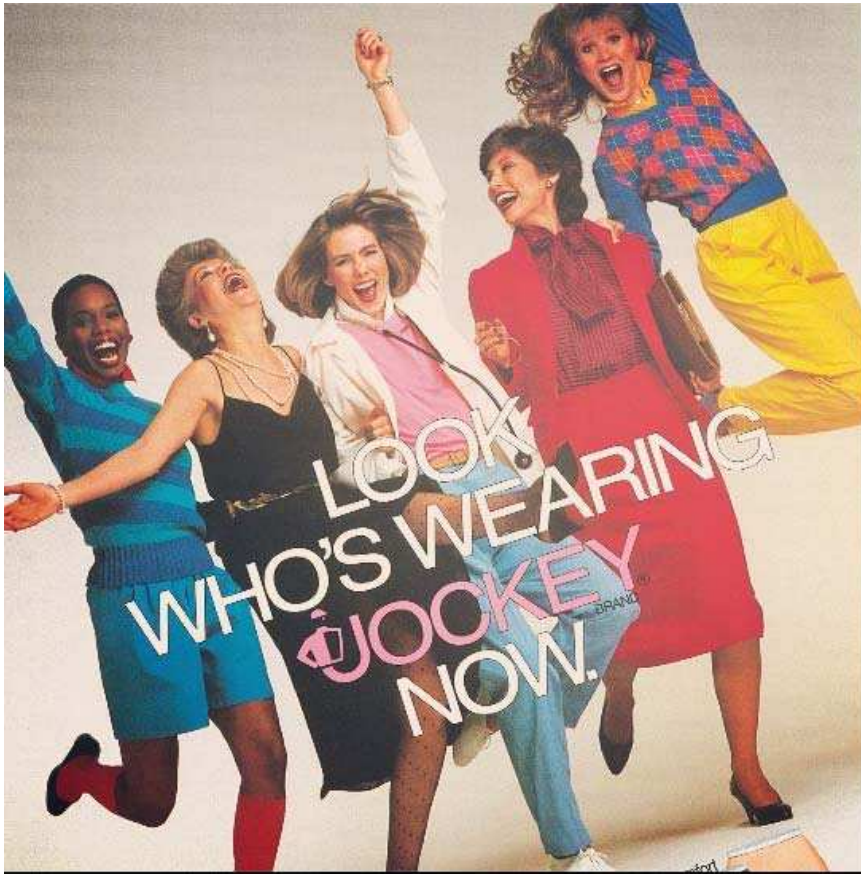
2 Comments



Brooklyn Dutson I got 2 friends to enter but it wont let me unlock.. is that going to be a problem?

6y

[View 1 more comment](#)



Jockey

Like This Page · March 8, 2017 · 🌐



Celebrating International Women's Day by taking a brief look back at our first ever women's collection, Jockey For Her! #jockeyunderwear #throwback

Tony Camposeo, Erika Sherlock Record, Victoria JL and 836 others like this. Most Relevant ▾

55 Shares

17 Comments



Daishia Eleby Dare!! J. Hunt all of this 80s wonderfulness!!! 😄😄😄

3y

👉 1 Reply



Kathy Edwards Such an 80s flashback moment.

3y



Angela Roberts Is that Whitney?

3y

MEN > UNDERWEAR > TRUNK >

Jockey® Free Waves Stripe Trunk

\$18.00

★★★★★ 5.0 (2) Write a review



Color: Dark Denim



Size



- 1 +

ADD TO CART

FREE shipping at \$59

No-hassle returns & exchanges

Product Details

Style #10523

The Jockey® Free Waves Stripe Trunk combines classic cotton softness and breathability with Spandex for an incredibly comfortable fit that feels right as you move bend and stretch through your day.

- Mid-rise and moderate coverage
- 95% Cotton/5% Spandex
- Key-hole fly design
- Machine wash and dry
- Imported

[Questions & Answers >](#)

Talk to an expert

Need help? Here are some easy ways to get in touch with us:

Call or Text Us
1-800-562-5391

[Email Us >](#)

[Live Help >](#)

The screenshot displays a web browser window with the URL [jockey.com/catalog/product/jockey-mens-flat-knit-zip-jacket](https://www.jockey.com/catalog/product/jockey-mens-flat-knit-zip-jacket). The page header features the Jockey logo and navigation links for MEN, WOMEN, SALE, PACKS, and DEALS. The product title is "Flat Knit Zip Jacket" with a price of \$100.00 (crossed out) and \$69.99. It has a 3.8 star rating from 5 reviews. The main image shows a man in a dark navy blue zip-up jacket with white stripes on the cuffs and hem. A secondary image is a close-up of the jacket's zipper and fabric texture. A "Live Chat" button is visible on the right side of the product image area. The Windows taskbar at the bottom shows the system tray with the time 4:20 PM and date 9/10/2020.

EXHIBIT J

2 • BRIEFS
100% COMBED COTTON



EXCLUSIVE Y-FRONT® FLY

JOCKEY®

 CLASSIC BIG MAN

GENUINE JOCKEY COMFORT, FIT AND QUALITY.

- FULL RISE WAISTLINE WITH CONTOURED LEG OPENINGS
- DOUBLE-LAYERED FLY CONSTRUCTION FOR MAXIMUM COMFORT AND ABSORBENCY
- NEVER-BIND ELASTIC WAISTBAND
- PREMIUM MULTI-PANEL JOCKEY TAILORING FOR A PERFECT FIT

46 48 50 52 54 56 58 60



Style# 1093
SATISFACTION GUARANTEED
1-800-JOCKEY1

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JOCKEY MEN WOMEN SALE

Search keyword/style#



Jockey® By Sportiqe T - Grey

\$43.00

(No reviews)

Be the first to WRITE A REVIEW

1. Select a color:

2. Select a size:

S M L XL 2XL

[SIZE CHART](#)

3. Quantity 1

ADD TO BAG

Jockey® By Sportiqe T - Grey

Style #101620

- Look and feel cool in our NEW graphic tees
- Short sleeve, casual, vintage-style men's t-shirt
- Soft fabrication and modern fit for all-day comfort
- Fashionable Jockey® word mark and shield design at the front

Fabric content: 50% cotton/50% polyester. Lightwash Burnout. Machine wash and dry. Imported.

[FABRIC GLOSSARY](#)

FREE Shipping at \$75
FREE Returns on every order



Jockey® By Sportiqe T
\$39.00

1. Select a color:

2. Select a size:

S M L XL 2XL

[SIZE CHART](#)

3. Quantity 1

ADD TO BAG

Jockey® Sportiqe T

Style #100620

- Look and feel cool in our NEW graphic tees
- Short sleeve, casual, vintage-style men's t-shirt
- Soft fabrication and modern fit for all-day comfort
- Jockey® wordmark and logo design at front
- Sure to be your go-to men's t-shirt style

Fabric content: 50% cotton/ 25% polyester/25% rayon. Machine wash and dry. Imported.

[FABRIC GLOSSARY](#)

FREE Shipping at \$75
FREE Returns on every order



JOCKEY

MEN

WOMEN

SALE

Search keyword

My Account Help YOUR BAG (0)



Jockey® By Sportiqe Hoodie

\$70.00

EMAIL

1. Select a color:

2. Select a size:

M L XL 2XL

[SIZE CHART](#)

3. Quantity 1

ADD TO BAG

Jockey® By Sportiqe Hoodie

Style #100530

- You'll look stylish and feel great in our NEW graphic hoodie
- Long-sleeve, hoodie styling is casual and comfortable
- Ultra-soft fabrication and modern fit
- Fashionable Jockey® logo at shoulder
- sure to be your next go-to men's t-shirt

Fabric Content: 60% viscose hemp/40% organic cotton. Machine wash and dry. Imported.



Jockey

February 22, 2013

[GIVEAWAY] Whether your style is timeless or trendy, this T-shirt's got you covered. Enter for a chance to win it now.

Sign up: <http://bit.ly/WU7Jzg>

188

12 Comments 12 Shares

Like

Comment

Share

View 3 more comments



Tezcaxochitl Vasquez

Comadre no me tienes. Que solo tengo ojos para un solo hombre!

Like Reply See Translation 7



Ray Chapin



Write a comment...





Jockey
July 13, 2013

Pick your favorite Jockey by Sportiqe tee below.

134 98 Comments 9 Shares

Like Comment Share

Most Relevant

- Harish Khanna Rangoori 5
Like Reply 6y
- Alanna Teed 1
Like Reply 6y
- Anastasia van Rooyen Number 1
Like Reply 6y
- Michelle Kucia Twiss 1
Like Reply 6y
- Gary Arkoian # 1
Like Reply 6y
- Rick Wood 1
Like Reply 6y

View more comments 6 of 95

Write a comment...

MEN > UNDERWEAR > TRUNK >

Jockey® Balance Trunk - 2 Pack

\$28.00

★★★★★ (0) Write a review



Color: Light Grey/Charcoal Heather



Size

S M L XL 2XL



- 1 +

ADD TO CART

FREE shipping at \$59

No-hassle returns & exchanges

Product Details

Style #10558

The Jockey® Balance Trunk brings together modal and polyester for men's underwear that feels cool and silky smooth against your skin, even after multiple washes. A bit of spandex adds stretch and support that helps fit your every movement.

- Mid-rise and moderate coverage
- 65% Modal/30% Polyester/5% Spandex
- No-fly design
- Machine wash and dry
- Imported

[Questions & Answers >](#)

Talk to an expert

Need help? Here are some easy ways to get in touch with us:

Call or Text Us
1-800-562-5391

Email Us >

Live Help >



EXHIBIT K



EXHIBIT L











Google Maps Jockey Outlet

https://www.google.com/maps/place/Jockey+Outlet/@41.1413414,-80.1570606,3a,75y,90t/data=!3m8!1e2!3m6!1sAF1QipO1iNzqX4QhGqZW3sFcjlpHbW6pr oFef1M5dY0!2e10!3e12!6shhttps:%2F%2Fih5.googleusercontent.com%2Fp%2FAF1QipO1iNzqX4QhGqZW3sFcjlpHbW6pr oFef1M5dY0%3Dw203-h270-k-no!7i3024!8i4032!4m5!3m4!1s0x88339fbc49543ced:0xffcea4cf0fac2e3!8m2!3d41.1413414!4d-80.1570606

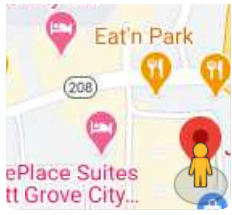


Google

Image capture: Feb 2016 Images may be subject to copyright.

Jason Gruber

Photo - Feb 2016







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EXHIBIT M

STAY DRY fabric helps
pull moisture away
from your skin



*Diamond white and
Diamond Bright™ colors
for a crisp look*

*Ultra-soft waistband
and H-fly pouch for comfort
and support*

*Secure leg binding for a
stay-put fit*

Get comfortable with a heritage of innovation.

Jockey's reputation for making the world's finest undergarments spans more than one hundred years. This JKY™ product features our latest innovations and is 100% guaranteed for comfort, fit, and quality.



100% Cotton

Machine wash warm, non-chlorine bleach only.
Do not use fabric softener. Tumble dry medium, with medium.



Size LARGE

100% COTTON
BRIEF
897 88 11 01 100 100

MADE IN
CHINA

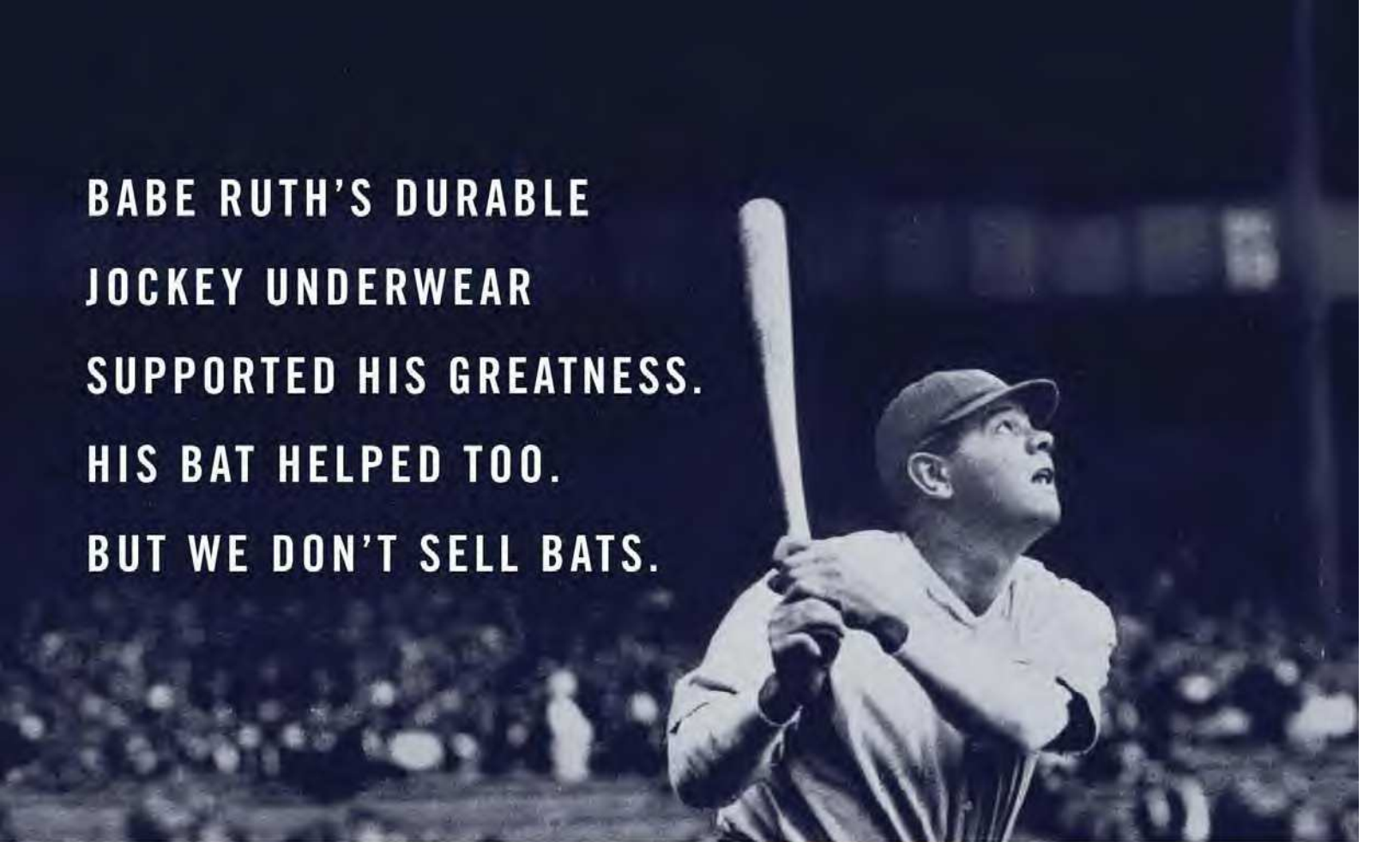


Learn more at
www.jockey.com or call 800-3JOCKEY
(800-342-5271)





**BABE RUTH'S DURABLE
 JOCKEY UNDERWEAR
 SUPPORTED HIS GREATNESS.
 HIS BAT HELPED TOO.
 BUT WE DON'T SELL BATS.**



100% GUARANTEE

They say nothing in life is guaranteed.
 They haven't worn our underwear.

13 STITCHES PER INCH

To support you in every way.
 Except emotionally.



DIAMOND BRIGHT® COLORS

True legends don't fade.
 Neither does our underwear.



JOCKEY®
 SUPPORTING GREATNESS™

SupportingGreatness.com/Babe

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JOCKEY0346



CHANGE YOUR GAME



Sport Microfiber
Performance

Jockey has been outfitting athletes for decades, delivering innovative undergarments that keep them performing their best. **Make the change and take your game to the next level.**

JOCKEY 

Score yours at major department stores, Jockey outlet stores or on Jockey.com.



JOCKEY[®]

ACTIVE BLEND[™]

MOISTURE
WICKING

LIGHTWEIGHT
FABRIC

with
STAYNEW[™]
TECHNOLOGY

Looks and feels new,
wash after wash.
Guaranteed.

60% Cotton/40% Polyester



Do not use fabric softener. Non-chlorine bleach only.

Jockey Guarantee - comfort, fit and quality.

jockey.com 1-800-JOCKEY1





SINCE 1876

CLASSICS

JOCKEY

Half Slip

No Panty Line Promise® Lace



SUNDAY, JUNE 14, 2015

IT'S DAD'S DAY
June 21

Dad has a heart of gold, so treat him to Mens GoldToe Socks and Underwear!
He always said money doesn't grow on trees, so make him proud and save **25% Off Plus an Extra 20% Off**

Sherry Bobbitt
Mens Accessories
Purveyor

25% off Entire Stock Mens GOLDTOE Socks and Underwear
PLUS EXTRA 20% OFF WITH BARCODE
Tkt. by Mfr. \$9 to \$30
Socks M-XL
\$6 to 22.50

EXTRA 20% OFF WITH BARCODE
ENTIRE STOCK MENS GOLDTOE SOCKS AND UNDERWEAR

25% off Entire Stock Mens Jockey Underwear and Socks
PLUS EXTRA 20% OFF WITH BARCODE
Tkt. by Mfr. \$10 to \$49
Socks M-XL
\$12 to 36.75

EXTRA 20% OFF WITH BARCODE
ENTIRE STOCK MENS JOCKEY UNDERWEAR AND SOCKS

HANES® Red Label Underwear

7-Pack Comfort Fit Briefs
9.99 That's 1.43 each!
Socks M-XL
7-Pack 2XL 13.99

5-Pack Boxer Briefs
14.49 That's 2.90 each!
Socks M-XL
4-Pack 2XL 15.99

6-Pack Crew Neck or V-Neck T-Shirts or Tanks
14.49 That's 2.42 each!
Socks M-XL
5-Pack 2XL 15.99

50% off Entire Stock Mens HANES® CLASSICS Underwear and Socks
Including Ultimate and X-Temp Performance
Tkt. by Mfr. \$17 to \$38
Socks M-XL
\$8.50 to \$19

GILDAN® Platinum Underwear

46% off Mens GILDAN® PLATINUM 100% Premium Soft Cotton Underwear with Tag Free Comfort

7-Pack White Briefs
Tkt. by Mfr. \$28
14.99 That's 2.14 each!
Socks M-XL

5-Pack Boxer Briefs
Tkt. by Mfr. \$28
14.99 That's 2.99 each!
Socks M-XL

6-Pack T-Shirts
Tkt. by Mfr. \$28
14.99 That's 2.49 each!
Socks M-XL

64% to 66% off Mens GEOFFREY BEENE® Sleep Shorts
Tkt. by Mfr. \$7.99
Mfr. \$24
Chino front sleep shorts styled with 2 side pockets, fly front, elastic waist and drawstring closure. Sizes M-XL.
Online # 508191

75% off Mens FILA® 6-Pack Sport Socks
Tkt. by Mfr. \$24
That's \$1 a sock!
Switch dry designed sock knit to keep your feet dry. Features arch support and embroidered logo on the sole of every sock. White, black and assorted color fashion packs. Fits shoe sizes 6.5-12.
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80% off Super Bright 9-LED Mini Flashlights
Tkt. 4.99
99¢ Your Choice
• Super bright 9-LED bulbs • Water resistant
• Anti-shock non-slip feature
• Aluminum shell
• Includes AAA batteries
• Red, blue, silver or black
Mens Department.

Lowest Price of the Season!
2 Great Fits!
68% to 75% off
Mens HAGGAR® Casual Pants
• Standard Khaki™
• Straight Fit
• Life Khaki™
• Straight Fit
• Everywhere Khaki™
• Classic Fit
Tkt. \$59 to \$88
Available in black, khaki, grey or brown. Waist sizes 32-42.
Online # 501190

2 Great Fits!
61% to 64% off
Mens HAGGAR® Work to Weekend™ NO-IRON Casual Pants
Mens IZOD® Madison™ Chino NO-IRON Casual Pants
Tkt. \$69 to \$9.99
Waist sizes 32-42.
Online # 501126

Lowest Price of the Season!
50% off
Mens DOCKERS® Comfort Khaki™ Extender Waist Casual Pants
Tkt. by Mfr. \$60
29.99
Available in flat front or pleated front styles. Available in black, khaki, charcoal and more. Waist sizes 32-44.
Online # 501190

50% to 60% off Mens ARCHITECT® Casual Pants
• Premium NO-IRON Casual Pants
• Poplin Casual Pants
• WRINKLE-FREE Dress Pants
Tkt. \$40 to \$60
19.99
Available in plain or checked styles with rigid or relaxed waist. Waist sizes 32-42.
Tkt. \$49 to \$60
Online # 501193

60% to 71% off Mens HAGGAR® Genuine Khaki WRINKLE-RESISTANT Pants
Tkt. \$90 to \$9.99
19.99
Pleated front. Available in khaki, English khaki, black or asphalt. Waist sizes 32-46.
Online # 501126

Lowest Price of the Season!
39% off
Mens DOCKERS® Casual Pants
• Signature Straight Fit
• Signature Slim Fit
Tkt. \$58
34.99
Available in medium beige, black or grey. Waist sizes 32-44.
Online # 501190



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100% combed cotton All Colors
8804, 8809 ~~\$269~~ **NOW \$12.99**



SIGNATURE T-SHIRTS
100% cotton All Colors
184600, 184590 ~~\$299~~ **NOW \$5.99**



ACTIVE MESH T-SHIRT
Body: 90% polyester/10% spandex
Mesh: 94% polyester/6% spandex
All Colors
189590 ~~\$99~~ **NOW \$9.99**



SEAMFREE® BOTTOMS
93% nylon/6% spandex/1% polyester
All Colors
10302-10305 ~~\$199~~ **NOW \$9.99**



NO FLY STRETCH BOXER BRIEF
95% cotton/5% spandex All Colors
12960 ~~\$299~~ **NOW \$14.99**



WOVEN BOXER
100% cotton All Colors
10667 ~~\$199~~ **NOW \$5.99**



SELECT FASHION BOTTOMS
46% cotton/48% modal/4% spandex
All Colors
10904, 10906, 10952, 10955, 10958
~~\$199~~ **NOW \$9.99**



PERFORMANCE T-SHIRT
100% micro polyester interlock
All Colors
851300 ~~\$499~~ **NOW \$9.99**



COTTON STRETCH BRALET
Solids 56% cotton/44% nylon
All Colors
9400 ~~\$2499~~ **NOW \$9.99**



REMOVABLE CUP SEAMLESS SPORTS BRA
92% nylon/ 8% spandex All Colors
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CLEAN EDGE THONG AND BOYSHORT
79% nylon/21% spandex All Colors
2061, 2067 ~~\$199~~ **NOW \$4.99**



SILKS BRIEFS
Solids 56% cotton/44% nylon
All Colors
1501, 1888 ~~\$759-9699~~ **NOW \$4.99**



SKIMMIES® LUXE LACE
68% polyester/14% spandex/13% polypropylene/5% cotton All Colors
2112 ~~\$299~~ **NOW \$9.99**



PAJAMA SET
96% polyester/4% spandex All Colors
58200 ~~\$699~~ **NOW \$19.99**



FLEECE SLEEP PANT
96% polyester/4% spandex All Colors
58100 ~~\$99~~ **NOW \$9.99**

All products - machine wash and dry imported





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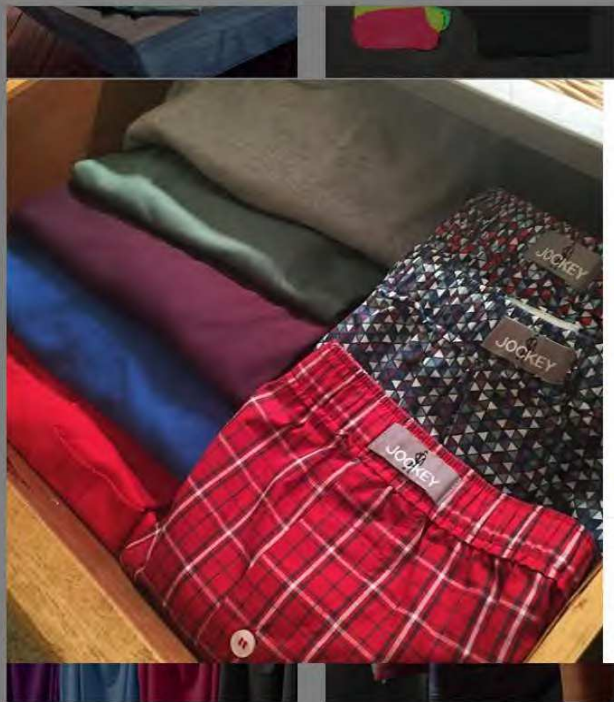
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CORONAVIRUS PANDEMIC Jockey Making Gowns to Fight COVID-19 Kenosha

NOW: Kenosha-based Jockey International to produce gowns, donate equipment for health care workers

Updated: 5:11 p.m. on April 1, 2020

KENOSHA, Wis. (CBS 58) -- Kenosha-based company, Jockey International, Inc., is joining the fight against COVID-19. The company is now in the process of donating personal protective equipment (PPE) to first

UWM faculty, researchers and staff donate personal protective equipment to health care workers

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Kenosha

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NEXT: Hunger Task Force helps the hungry & those hungry to help

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58 READY WEATHER
MILWAUKEE, WI

TODAY 49° Times of sun and clouds	TOMORROW 55° Clouds giving way to sun
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10 DAY FORECAST

CBS 58 Ready Weather Forecast

RADAR MAPS CAMERAS

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