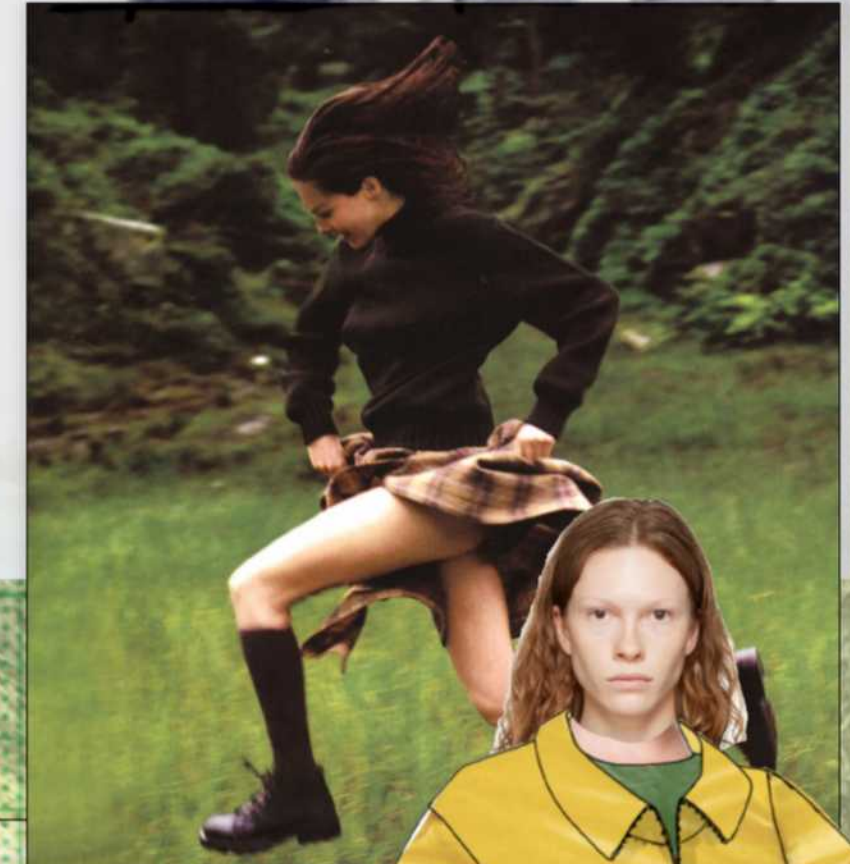
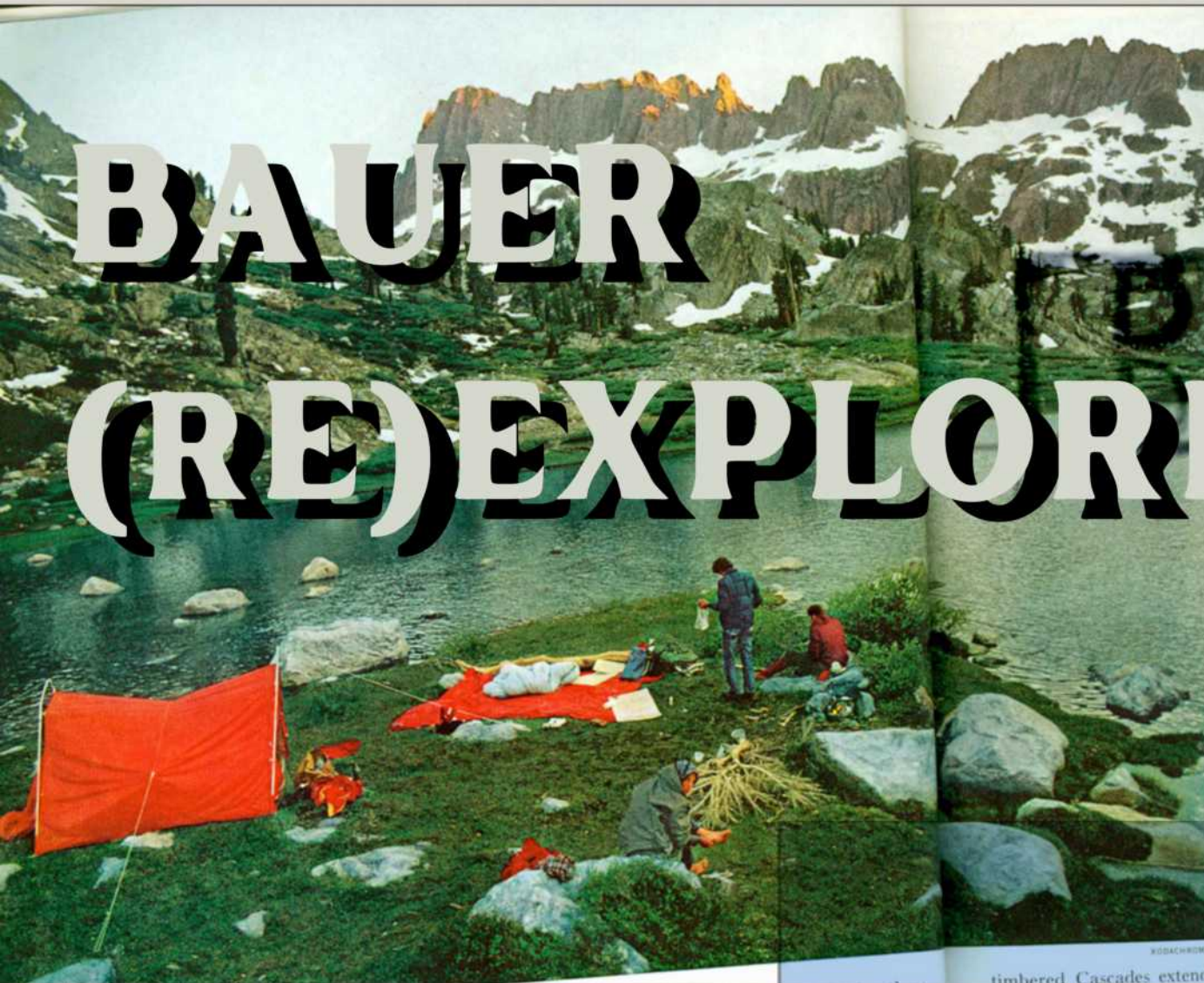


BAUER (RE)EXPLORE



**A COLLECTION INJECTING
THE NATURE OF
EXPLORATION INTO THE
CONSCIOUS FASHION
FORWARD FUTURE OF
OUTERWEAR APPAREL.**

1. TITLE
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EXECUTIVE SUMMARY

BAUER (RE)EXPLORE IS A COLLECTION DESIGNED FOR THE DISTINGUISHED OUTDOOR APPAREL BRAND EDDIE BAUER THAT HIGHLIGHTS THE FASHION FORWARD CONSCIOUS APPROACH TO DESIGN, WHILE THINKING OF THE FUTURE. INTRODUCING TEXTILES THAT ARE NATURAL, BIODEGRADABLE, AND REUSED ALLOWS THE CONSUMER TO CONNECT NOT ONLY TO THE BRAND BUT ALSO HOW EACH INDIVIDUAL INTERACTS WITH THE ENVIRONMENT THEY LIVE IN. BY EXPLORING NEW SILHOUETTES AND FABRICS INSPIRED BY THE ETHOS OF EDDIE BAUER, ALL WHILE TAKING ADVANTAGE OF WHAT THE BRAND HAS ALREADY BUILT WILL ENCOURAGE THE CONSUMER TO THINK NOT ONLY MORE SUSTAINABLY, BUT MORE CIRCULARLY AT A MORE ELEVATED LEVEL. THIS COLLECTION SETS OUT TO CONNECT THE EVOLVING GORPCORE LIFESTYLE TO THE ACTIVE NATURE OF GEN Z, ALL WHILE RESPECTING THE ORIGINAL AESTHETIC OF THE EDDIE BAUER BRAND.



BAUER





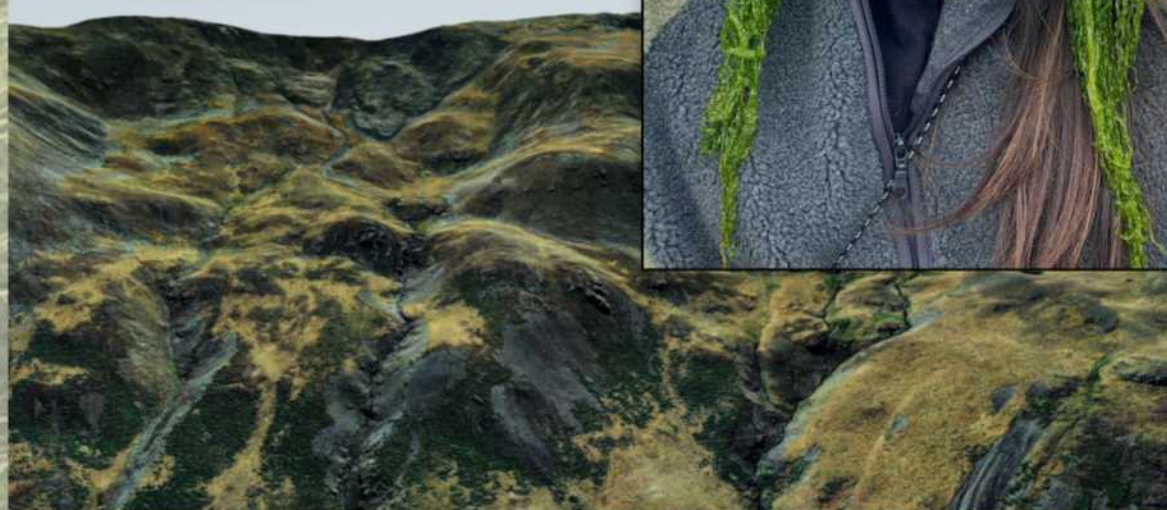
Eddie Bauer

(Re)Adventure

(RE)EXPLORE

(RE)DISCOVER

(RE)DEFINE



EVOLVING MARKET

FASHION-FORWARD CONSCIOUS PRACTICES ARE KEY TO CONSUMERS SHOPPING IN 2025. EDDIE BAUER HAS DONE A GOOD JOB INITIATING PROGRAM'S SUCH AS THEIR (RE)ADVENTURE PROGRAM, AIMED TO PRESERVE NATURAL RESOURCES AND THE ENVIRONMENTAL CONDITIONS THAT ALLOW [THE] COMMUNITY OF OUTDOOR ENTHUSIASTS TO THRIVE...MAKING THE OUTDOORS MORE ACCESSIBLE AND SUSTAINABLE THAN EVER." (1) TAKING ADVANTAGE OF THIS PROGRAM AND USING MATERIALS THAT ARE RECYCLED THROUGH THE PROCESS, AS WELL AS INTRODUCING AN ARCHIVAL SECTION TO THE RESELL WEBSITE WILL HELP A NEW AUDIENCE CONNECT WITH WHAT EDDIE BAUER WAS, AS WELL AS SEE WHAT DIRECTION THE FUTURE HOLDS.

PURCHASE DRIVERS

KEEPING IN TOUCH WITH YOUR ENVIRONMENT AND INTRODUCING AN ESTABLISHED BRAND TO A NEWER CONSCIOUS AUDIENCE ARE KEY DRIVERS FOR THIS COLLECTION. BEING ABLE TO INTRODUCE INNOVATIVE SUSTAINABLE TEXTILES TO AN AUDIENCE EXCITED AND READY FOR A MAJOR FASHION SHIFT IS SOMETHING THAT I FEEL LIKE EDDIE BAUER CAN TAKE ADVANTAGE OF.

“A NEW ERA OF SMART AND ‘SIMULATED’ TEXTILES...BIO-FABRICATED MATERIALS GROWN IN LABS, CELLULOSIC MATERIALS MADE FROM FOOD WASTE, AND CHEMICALLY RECYCLED TEXTILES, WHICH ARE MADE FROM PREVIOUSLY EXISTING FIBERS SUCH AS COTTON AND POLYESTER“ (2) WILL BECOME A NECESSITY BY 2030. AS PREDICTED BY A WGSN TREND ANALYSIST, “CONSUMERS ARE MORE ECO-CONSCIOUS THAN EVER BEFORE AND ARE FOCUSING ON SUSTAINABLE FORMULATIONS THAT DO NOT SACRIFICE EFFECTIVENESS.“ (3) INTRODUCING INNOVATIVE TEXTILES AT AN ACCESSIBLE PRICE POINT IS SOMETHING EDDIE BAUER COULD INTRODUCE TO THE OUTERWEAR APPERAL WORLD IN 2025



CONNECTING THE CONSUMER

BUILDING A STORY AND A PURPOSE FOR THIS COLLECTION WHILE PRESENTING IT TO THE NEW FASHION FORWARD COMMUNITY IN A FRESH AND THOUGHTFUL WAY CAN BUILD A FOLLOWING OF NEW CONSUMERS SUCH AS GEN Z AND MILLENNIALS. “ CORE ITEMS MOVE IN A MORE ELEVATED DIRECTION, WITH AN EMPHASIS ON TIMELESS, CLASSIC STYLES. SOURCE YARNS WITH SUSTAINABILITY CREDENTIALS AND ENHANCED PERFORMANCE QUALITIES (5)“ CAN ENHANCE THE ABILITY TO CONNECT TO THE GARMENT AS THE CONSUMER.

INTRODUCING SMART FABRICS AND MOVEMENT TRACKING OFFERED IN THE CLOTHING CAN IMPROVE DAILY ACTIVITY AND COMFORT, WHICH IS FOREVER CHANGING. ALSO CONTINUING TO IMPROVE EDDIE BAUER’S BUY BACK PROGRAM AND OFFERING TAILORING AND REPAIR CAN ALSO INCREASE THE SENSE OF COMMUNITY EDDIE BAUER CAN OFFER



EDDIE BAUER

KEY TRENDS

THE EVOLUTION OF GORPCORE IS SOMETHING TO PAY ATTENTION TO IN THE YEAR 2025. WITH GORPCORE BEING SO DOMINANT IN FASHION IN 2023, A MORE REFINED AND FUNCTIONAL APPROACH OF OUTERWEAR DESIGN WILL BE PRESENTED AS VERSATILE, LUXURY, AND INTERCHANGEABLE. AWAKENING THE FASHION FORWARD CONSUMER TO BE MOTIVATED TO BY WITH ENVIRONMENTAL CONNECTIONS IS ALSO KEY WHEN IT COMES TO 2025



“KNITWEAR CONTINUES TO BECOME MORE ELEVATED, WITH DESIGNERS CREATING VERSATILE, HARDWORKING OPTIONS...THIS IS TRANSLATED INTO ELEGANT PIECES AND FOCUSED COLLECTIONS THAT ELEVATE ONE HERO STITCH WITH PARED-BACK SILHOUETTES AND... BOLD, VIBRANT AND DECORATIVE PIECES OFFER MAXIMUM IMPACT. MOOD-BOOSTING COLOR AND PRINT IS HIGHLIGHTED“ (4) WITH ELEVATED GARMENTS IN THE FUTURE FORCASTS, KEEPING SILHOUETTE SIMPLE YET EXPLORATIVE CAN REFRESH A TRADITION.

DETAIL ORIENTED

love diamond gradient, very modern

Super cool details, keeping ethos

Spring up collar with Fun shapes

unexpected practicality

bringing both the ethos of the brand heritage and combining the love of gorpcore trends, details is really where it comes together. Using original details picked out from Eddie Bauer archives while combining new ideas seen in fashion now, the reinvented skyliner cannot only bring a refreshing new energy, but also a recognizable one.

ribbed collar, side panels, cuffs

more open from adjustable collar

PERMEABLE LINING

EDDIE BAUER SPORT SHOP

DESIGN PROCESS

LETTING THE ARCHIVE OF EDDIE BAUER INSPIRE MANY DESIGN WILL ALLOW THE THE BRANDS IDENTITY TO STAY ALIVE WITHIN THE NEW, LUXURY CASUAL MATERIAL EXPLORATION.

overly of fabric, more traditional? upcycled?

ribbed cuffs, waist, collar

EMBARC ON A NEW ADVENTURE

REVERSE SIDE

GORPCORE

practical street fashion

old but new feel

keeping core silhouettes but adding statement

Taking the energy of the outdoor experience, the "gorpcore" trends have taken over tik tok and instagram. With brand collaborations and vibrant, yet ergonomic aesthetic staying true, Eddie Bauer can find its special place in a fashion culture looking for "useful statment pieces."

HERITAGE

Highlighting the heritage and original use of the skyliner is key to keep the brand's ethos at heart, "guiding anyone and everyone to an inspiring outdoor experience".

BAUER Skyliner Model DOWN JACKET

Diamond Pocket

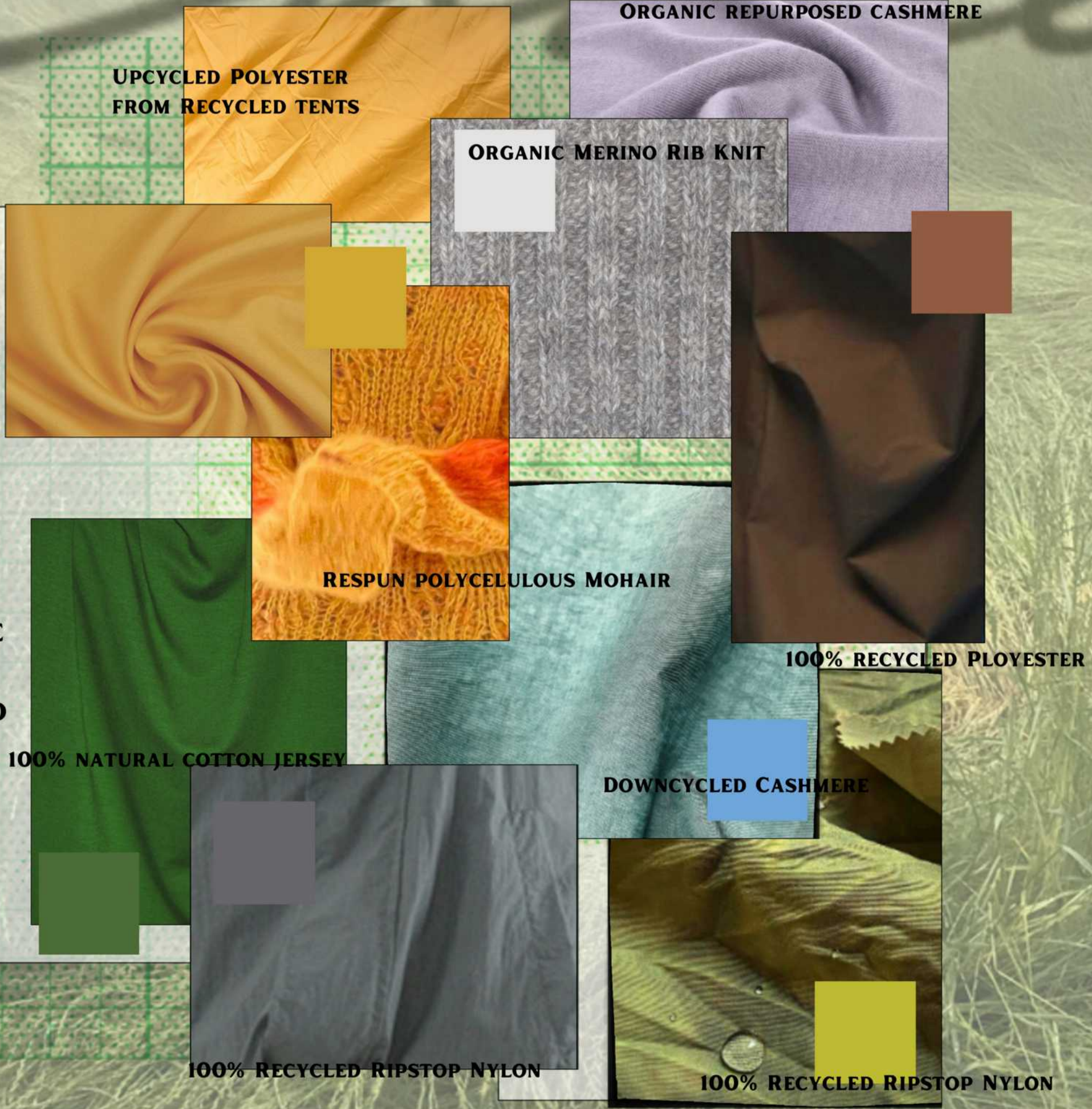


EDDIE BAUER'S RICH HISTORY OF JACKET DESIGN CAN BE REFERENCED IN ANY AND ALL GARMENTS , SO REALLY LETTING THE ETHOS OF THE BRAND LIVE ON THROUGH DESIGN IS A GREAT WAY TO RESPECT THE PAST AND PUSH TOWARDS THE FUTURE.

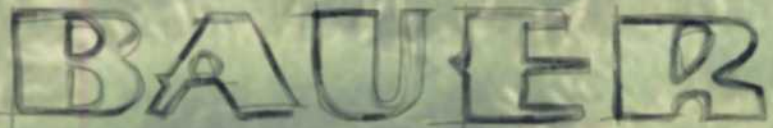
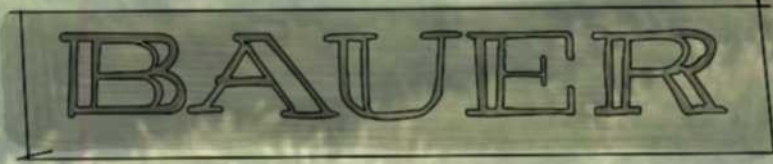
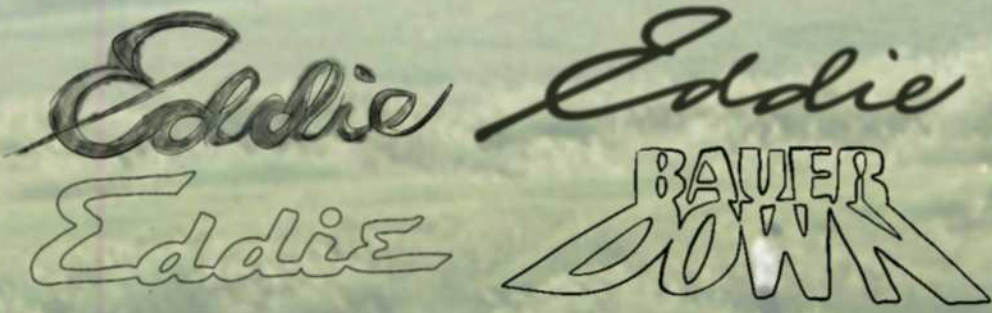


FABRIC BOARD

EDDIE BAUER IS KNOWN FOR ITS INNOVATIVE OUTERWEAR FABRICATIONS, BUT MOST OF THESE INNOVATIONS INVOLVE SYNTHETIC FIBERS. UPCYCLING AND DOWN CYCLING THESE SYNTHETIC MATERIALS, WHILE ALSO INTRODUCING NATURAL AND INNOVATIVE FABRICS TO THE BRAND WILL OFFER ANEW, MORE LUXURY-CASUAL ATHLETIC TO THE EXISTING CONSUMER AS WELL AS A NEW AUDIENCE MORE INTERESTED IN INCORPORATING INNOVATION AND FUNCTION INTO THEIR CLOSET. "NATURAL YARNS OFFER BREATHABILITY AND BIODEGRADABILITY, WHILE A WIDE RANGE OF ENHANCED YARNS ARE ALSO AVAILABLE IN RECYCLED AND BIO-BASED OPTIONS IF USING MANMADE FIBRES (5)." RECYCLED MOHAIR AND CASHMERE ARE TWO KNIT FABRICS THAT WILL BE INTRODUCED IN MANY DIFFERENT GARMENTS AS A COMFORT LAYER THAT STILL OFFERS BENEFITS LIKE THERMAL REGULATION AND BREATHABILITY.



PRINT BOARD



EDDIE ABSTRACT PRINT

(RECYCLED RIPSTOP NYLON)



FLORAL MAPPING PRINT
(RESPUN CASHMERE KNIT)



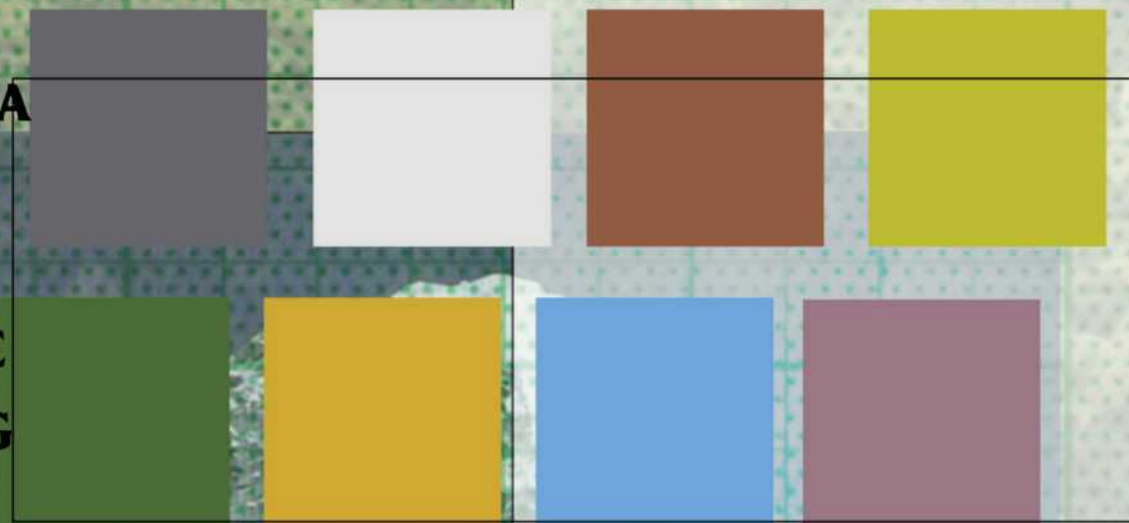
REIMAGINING NATURAL PRINTS IN A MORE FREE FORM WAY IS SOMETHING THAT WE CAN PREDICT TO SEE IN 2025. THE PRINTS I HAVE DESIGNED OFFER A WIDE RANGE OF COLLOR AND TEXTURE, FROM RIDGID AND BUSY, TO SMOOTH AND CLEAN.

CASCADE INTARSIA
(MERINO WOOL KNIT)



COLOR PALETTE

REDESIGNING LOGOS AND ALSO OFFERING A COLOR STORY THAT INSPIRES MOVEMENT AND WELL BEING ARE KEY WHEN DESIGNING FOR THE FASHION FORWARD CONSUMER.



LINE UP



LINE UP

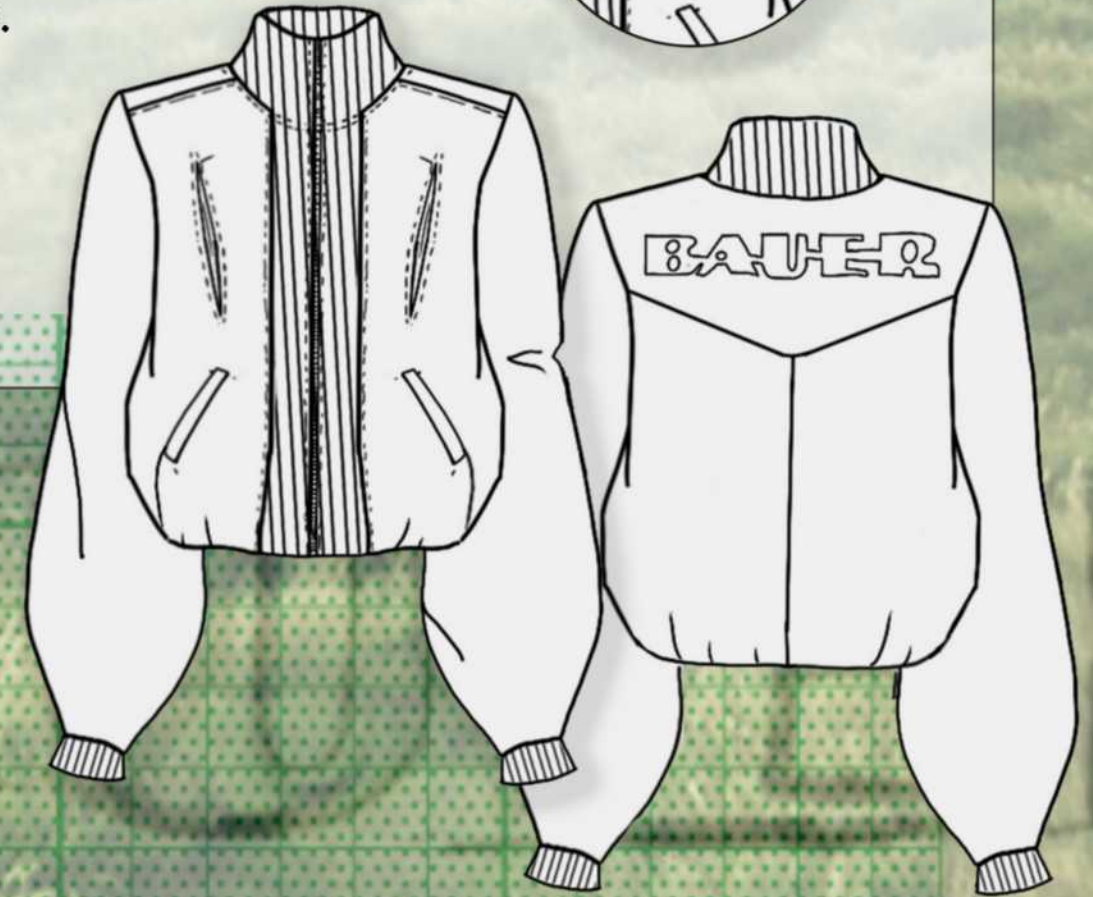
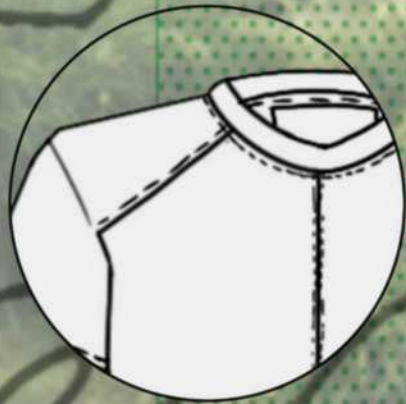
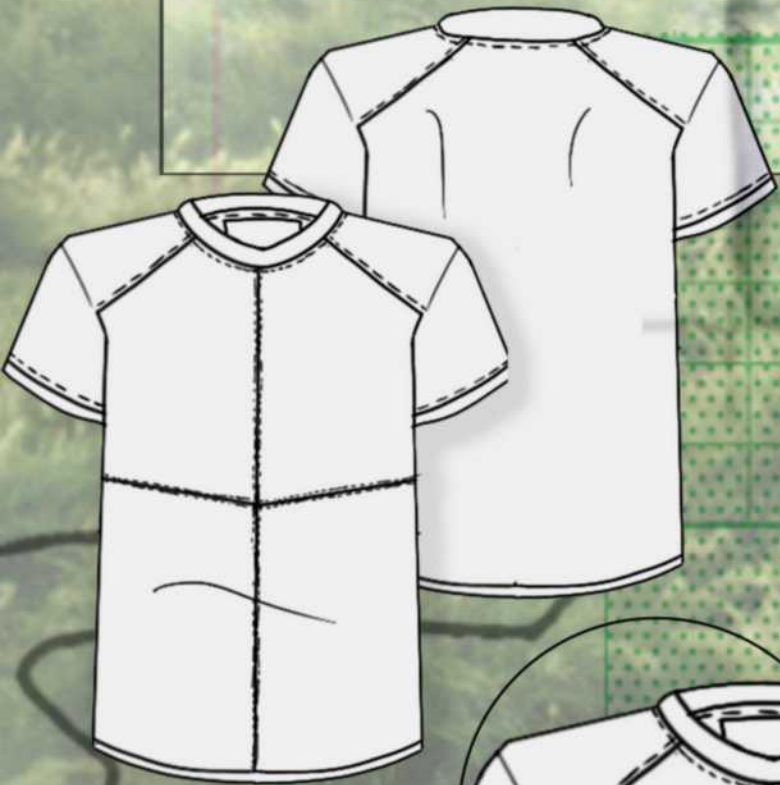
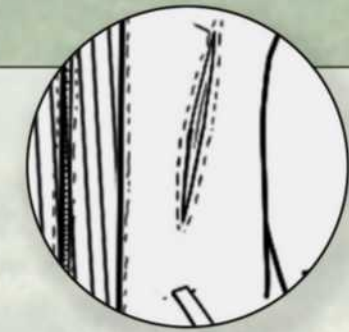


LINE UP

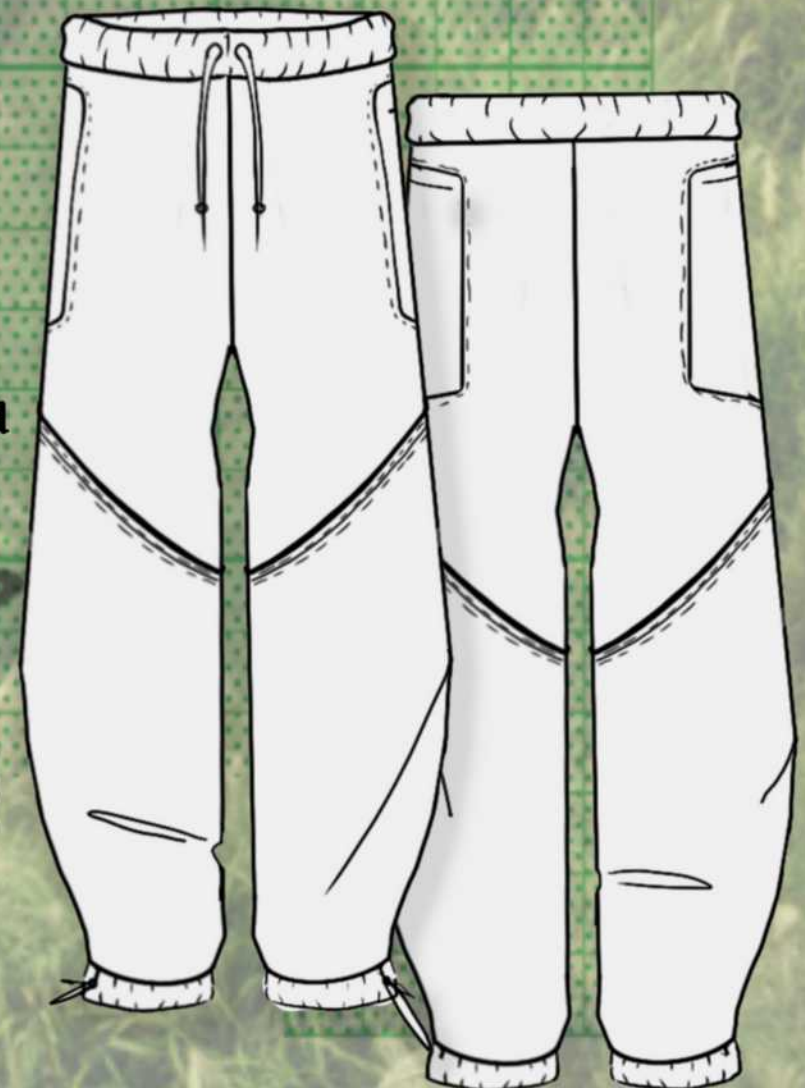
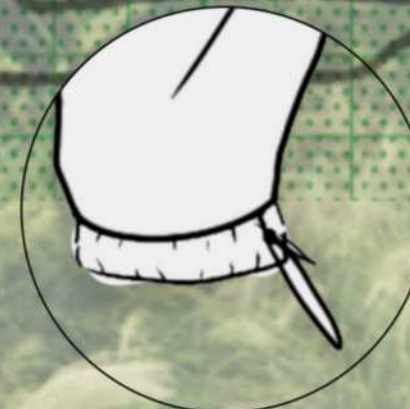


FLAT OF LOOK 5

Involving fabric manipulations like this box pleated air vent is evolving outerwear to be more versatile with the weather becoming more and more unpredictable.



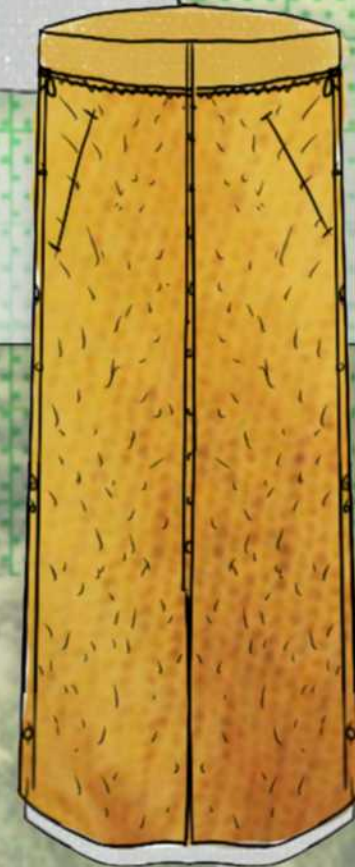
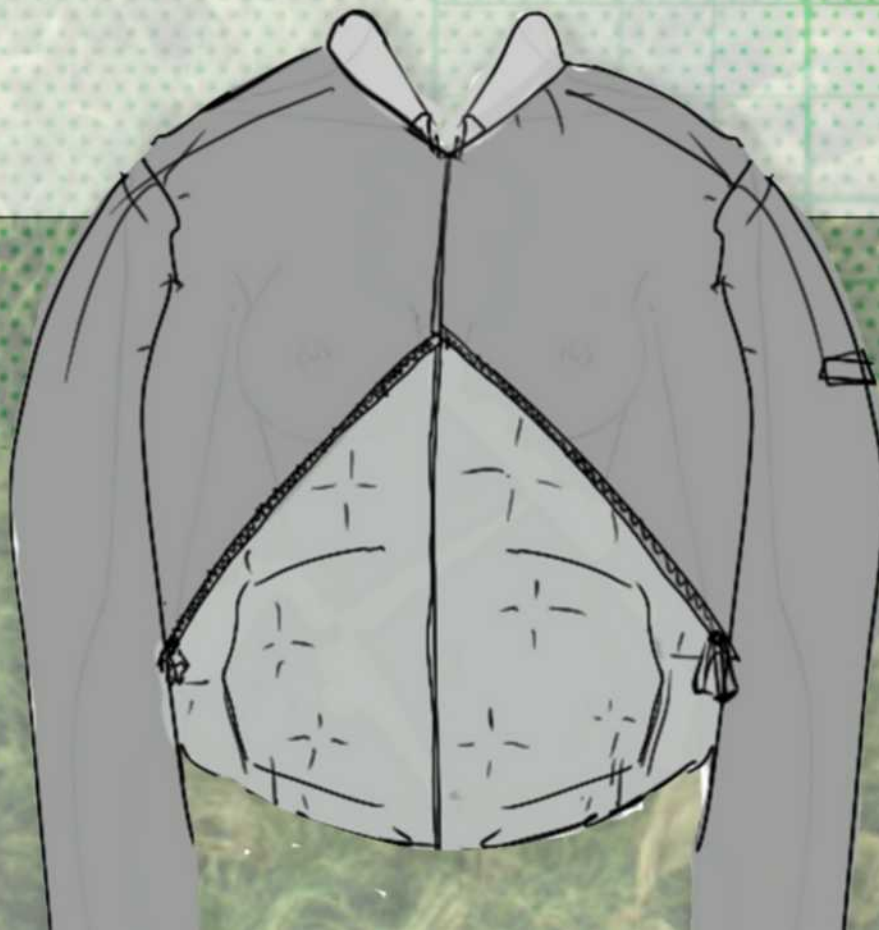
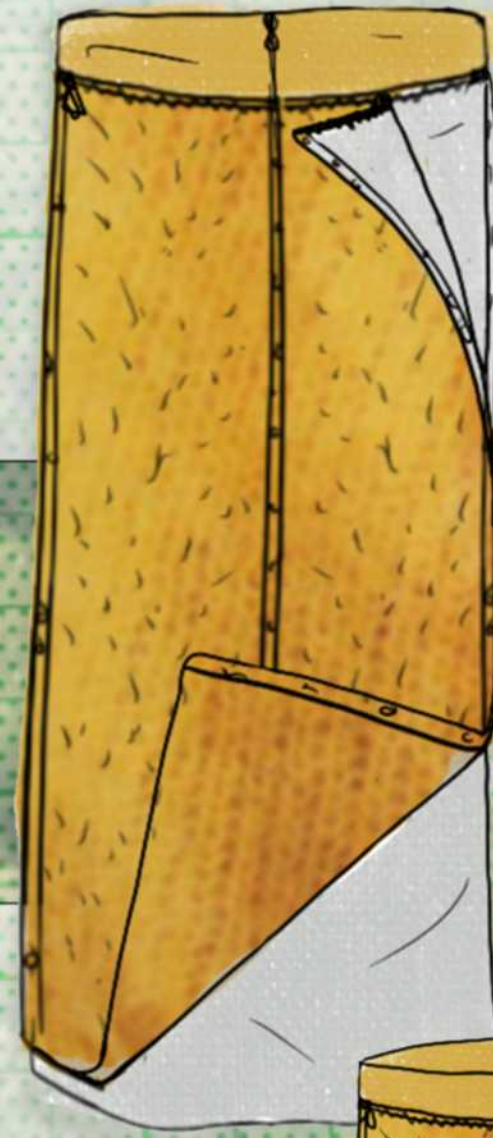
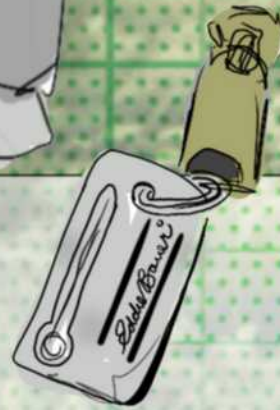
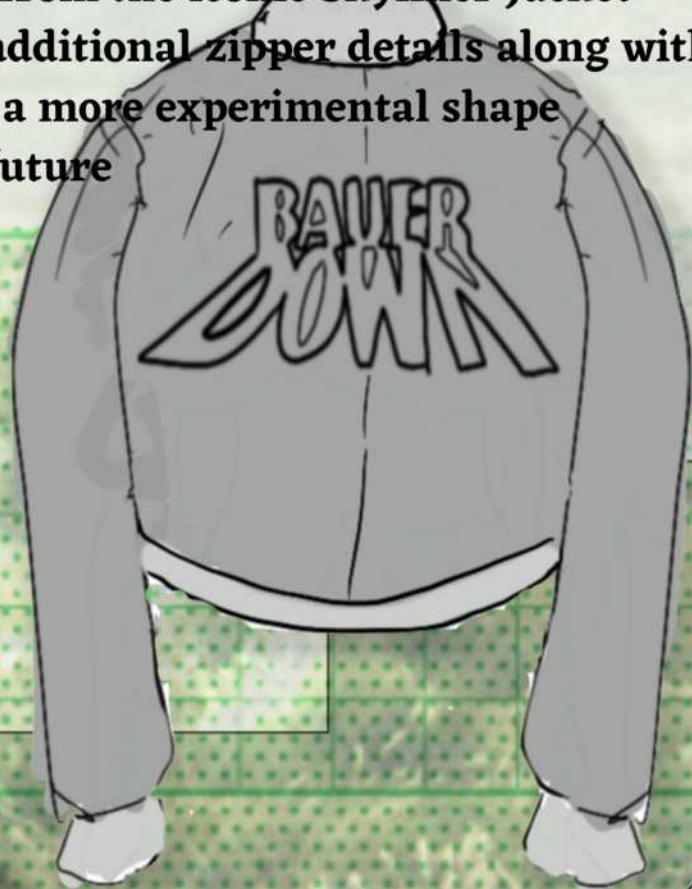
Offering ways that the clothing can be versatile and dynamic in very simplistic ways can elevate outerwear to a point of luxury and fines.



Introducing new biodegradable jersey knits can add a layer of sustainability that is forward thinking and will be accessible in the year 2025.

DESIGN HIGHLIGHTS

This puffer takes reference from the iconic Skyliner Jacket with the diagonal cut, and additional zipper details along with monochrome branding and a more experimental shape elevates this jacket for the future



This regenerated mohair skirt transforms into a lighter weight, fuller skirt, while the mohair can reattach into a blanket or shawl accessory.

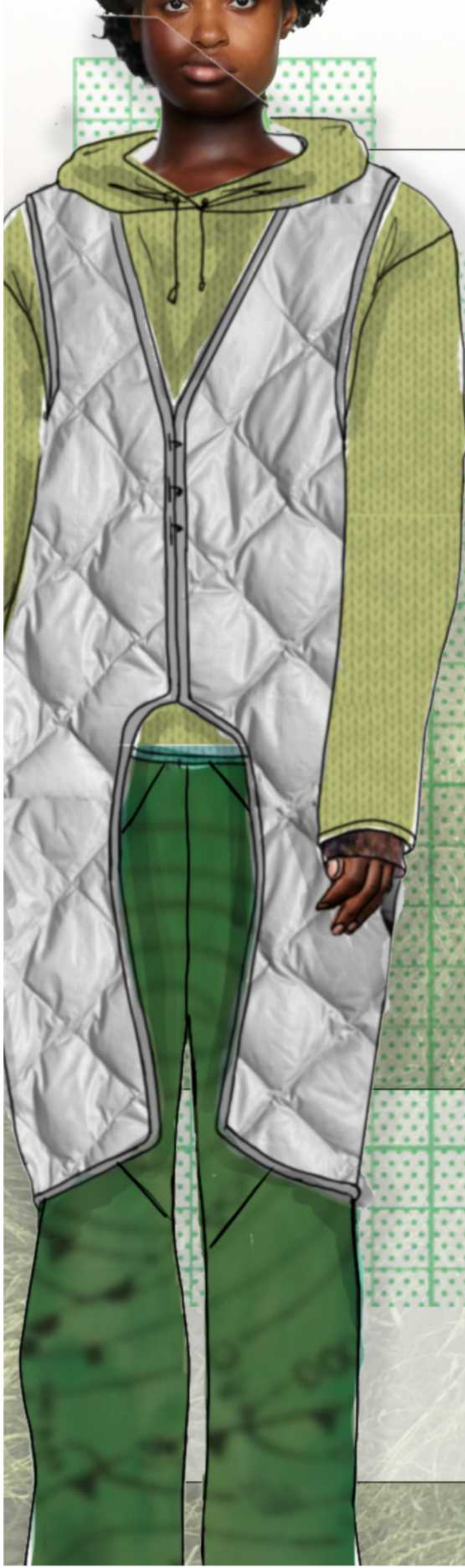
DESIGN HIGHLIGHTS

Cashmere low gauge cable knit sweatshirt to provide the elements of breathability as well as insulation to a more elevated layer.



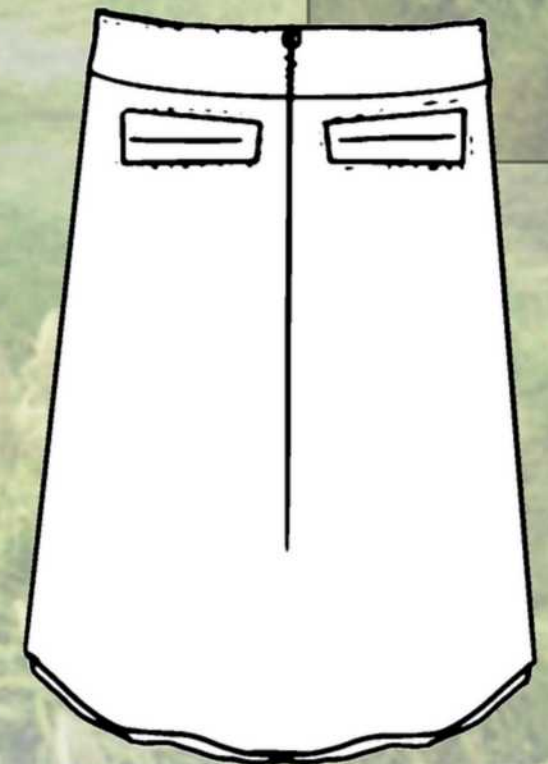
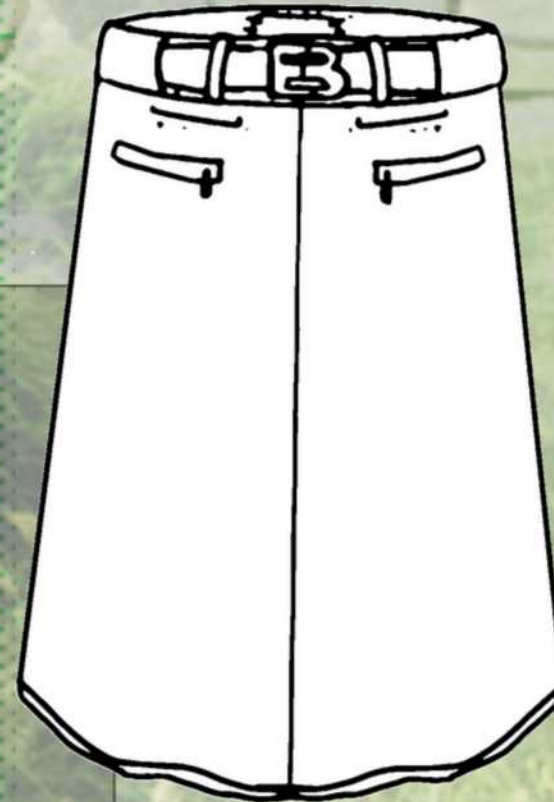
One main focus for this collection was to introduce new sustainable natural textiles that also involve function. Merino Wool and Cashmere knits are both soft and luxurious knits that also introduce thermal regulation and insulation without using synthetic fibers.

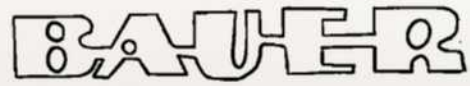
Pieces inspired by archival Eddie Bauer involve referencing the iconic diamond puffer quilting from the Skyliner jacket while also incorporating silhouettes brought back to life. Using cutouts that resemble past motifs and iconic symbolism to the brand such as a mountain range can tie in old design to the future.



| PRODUCTION SPEC SHEET | | SEASON: Fall/Winter 2025 | | | | | | |
|---|--------------|--------------------------|-----------------|--------------|--------------|--------------|--------------|--------------|
| REFERENCE #: | Jacket | DESCRIPTION: | | | | | | |
| STYLE #: | EBEXP01 | SIZE RANGE: XS-3X | | | | | | |
| SAMPLE TYPE: | PRODUCTION | SAMPLE SIZE: M | | | | | | |
| POM (Points of Measure) | | XS | S | M | L | XL | 2X | 3X |
| Shoulder Forward | 13.5" | 14.5" | 16" | 17" | 18" | 20" | 20" | 20" |
| Shoulder Slope | 14" | 16" | 19" | 19.25" | 20" | 23" | 23" | 24" |
| Front Length from HPS (High Point Shoulder) | 25" | 28" | 30" | 31" | 33" | 33" | 35" | 35" |
| Bust at 1" below Armhole | 31" | 33" | 34.5" | 36" | 38" | 38" | 40" | 40" |
| Across Shoulder | 20" | 22" | 23" | 23" | 25" | 25" | 27" | 27" |
| Across Back at 5 1/2" below HPS | 24" | 25.5" | 26" | 27" | 27" | 27" | 29" | 29" |
| Across Front at 5" below HPS | 18" | 20" | 22" | 22" | 22" | 24" | 24" | 24" |
| Waist Placement | 13" from HPS | 15" from HPS | 15.75" from HPS | 18" from HPS | 18" from HPS | 20" from HPS | 22" from HPS | 22" from HPS |
| Waist Circumference | 39" | 41" | 45" | 46" | 46" | 48" | 50" | 50" |
| High Hip at 20 1/2" below HPS *Include Shoulder Forward | 40" | 41" | 45" | 46" | 46" | 48" | 50" | 50" |
| Low Hip at 24 1/2" below HPS *Include Shoulder Forward | 40" | 42" | 45" | 47" | 47" | 50" | 52" | 52" |
| Bottom Opening | 35" | 37" | 39" | 40" | 40" | 42" | 44" | 44" |
| Sleeve Length from Center Back | 26" | 27.5" | 29" | 31" | 31" | 33" | 35" | 35" |
| Muscle at 1" below AH | 18" | 20" | 20" | 22" | 22" | 26" | 26" | 26" |
| Elbow | 8.5" | 9.25" | 10" | 10" | 10" | 14" | 14" | 14" |
| Armhole Circumference | 26" | 28" | 28" | 28" | 28" | 30" | 32" | 32" |
| Armhole Straight | 10" | 11.5" | 12" | 12.75" | 12.75" | 14" | 15" | 15" |
| Sleeve Opening | 20" | 22" | 24" | 25" | 25" | 26" | 28.5" | 28.5" |
| Cuff Height | 2.5" | 3" | 3" | 3.75" | 3.75" | 4" | 4" | 4" |
| Cuff Opening (Without Elastic) | 9" | 10" | 12" | 12" | 12" | 13" | 13" | 13" |
| Collar Height | 2" | 2.5" | 3" | 3.25" | 3.25" | 3.25" | 3.5" | 3.5" |
| Collar Stand | .75" | .75" | 1" | 1" | 1" | 1" | 1.5" | 1.5" |
| Collar Point | 3" | 3" | 4" | 4" | 4" | 6" | 6" | 6" |
| Center Front Zipper Length | 23" | 25" | 27" | 28" | 28" | 33" | 33" | 33" |
| Pocket Zipper Length | 5" | 5" | 6.5" | 6.5" | 6.5" | 8" | 9" | 9" |
| Pocket Placement from HPS *Include Shoulder Forward | 13" | 13" | 15.5" | 16" | 16" | 20" | 20" | 20" |
| Pocket Length | .5" | .5" | .75" | .75" | .75" | .75" | 1" | 1" |
| Pocket Height | 6" | 6" | 6.25" | 6.25" | 6.25" | 7.5" | 7.5" | 7.5" |
| Hood Height | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Hood Width | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Belt Length | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Belt Width | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Front Neck Drop from HPS *Include Shoulder Forward | 1" | 1.5" | 2" | 2" | 2" | 2" | 2.5" | 2.5" |
| Back Neck Drop from HPS *Include Shoulder Forward | .5" | .5" | .5" | .5" | .5" | .5" | .75" | .75" |
| Neck Width | 8" | 9" | 9" | 9.5" | 9.5" | 11.5" | 11.75" | 11.75" |

| PRODUCTION SPEC SHEET | | SEASON: Fall/Winter 2025 | | | |
|--|------------|--------------------------|---------|---------|---------|
| REFERENCE #: | Midi Skirt | DESCRIPTION: | | | |
| STYLE #: | EBEXP01 | SIZE RANGE: XS-3X | | | |
| SAMPLE TYPE: | PRODUCTION | SAMPLE SIZE: M | | | |
| POM (Points of Measure) | | XS | S | M | L |
| Front Length from Waistband Top Edge | 18.25" | 19.5" | 20" | 20.25" | 20.25" |
| Waistband Height | 2" | 2.5" | 2.5" | 2.5" | 2.5" |
| Waist Circumference | 22.5" | 27" | 29" | 31" | 31" |
| Hip 4" Below Top Edge | 30" | 31" | 32" | 34" | 34" |
| Hip 8" Below Top Edge | 33" | 37" | 39" | 41" | 41" |
| Sweep (Straight) | 22" | 22" | 24" | 26" | 26" |
| Belt Loop Length | 2" | 2.5" | 2.5" | 2.5" | 2.5" |
| Belt Loop With | .25" | .25" | .25" | .25" | .25" |
| Zipper Length | 9" | 10" | 12" | 12" | 12" |
| Coin Pkt Opening | 2" | 2" | 2" | 3" | 3" |
| Coin Pkt Below Waistband | 1" | 1" | 1" | 1.25" | 1.25" |
| Front Pkt Opening from Side Seam | 2" | 2" | 3" | 3" | 3" |
| Front Pkt Below Waistband at Side Seam | 3.5" | 3.5" | 4" | 4" | 4" |
| Welt Pkt Length | 5.75" | 5.75" | 6" | 6" | 6" |
| Welt Pkt Height | 1.5" | 2" | 2" | 2" | 2" |
| Welt Pkt Center from CB | 4.5" | 4.5" | 5" | 5.5" | 5.5" |
| Slit Length in Back | 3" | 3" | 4" | 4" | 4" |
| LINING: | | | | | |
| Waist Circumference | 22.5" | 27" | 29" | 31" | 31" |
| Hip 4" Below Top Edge | 29.875" | 30.875" | 31.875" | 33.875" | 33.875" |
| Hip 8" Below Top Edge | 32.875" | 36.875" | 38.875" | 40.875" | 40.875" |
| Sweep- (Straight) | 21.75" | 21.75" | 23.75" | 25.75" | 25.75" |








PRODUCTION SPEC SHEET

SEASON: Fall/Winter 2025

| | | | |
|---------------------|------------|---------------------|-------|
| REFERENCE #: | Jacket | DESCRIPTION: | |
| STYLE #: | EBEXP01 | SIZE RANGE: | XS-3X |
| SAMPLE TYPE: | PRODUCTION | SAMPLE SIZE: | M |
| | | | |

| REF | FABRIC QUALITY /CONTENT | | | |
|----------|------------------------------------|---|--|--|
| A | 100% Upcycled Coated Cotton Canvas | | | |
| B | 100% Upcycled Polyester Lining | | | |
| | |  |  |  |
| | PLACEMENT OF MATERIALS | COLORWAY #1 | COLORWAY#2 | COLORWAY #3 |
| | A- Main Fabric, Logo Fabric | Light Gray (printed) | Lavender | Yellow-Green |
| | B- Lining Fabric and Pocket Bags | Light Gray | Lavender | Yellow-Green |

| ITEM | TYPE | DESCRIPTION/CONTENT | WIDTH/SIZE | QUANTITY | PLACEMENT |
|---------------|-----------------------------------|---|----------------------|----------------------|--|
| SELF | RECYCLED COTTON CANVAS | COATED COTTON CANVAS FROM TENTS | AS PER REQUIREMENT | 3.5 yds. | MAIN BODY |
| LINING | RECYCLED POLYESTER LINING | 100% RESPUN POLYESTER LINING | 44" | 4 yds. | MAIN BODY, POCCKET BAG AND TRIM |
| TRIM | ZIPPER, POCKET TRIM, LOGO DETAILS | RECYCLED PLASTIC, 100% RECYCLED POLYESTER | SEE DESIGN DETAILS* | 1 | SEE DESIGN DETAILS* |
| LABEL | SIZE, CARE, BRAND, FABRIC | PRINTED BRANDED FABRIC | SEE HANG TAG LAYOUT* | SEE HANG TAG LAYOUT* | LEFT SIDE SEAM AND CENTER BACK WAISTBAND |
| THREAD | 100% BIODEGRADABLE THREAD | 100% BIODEGRADABLE THREAD | THREAD | AS PER REQUIREMENT | ALL SEAMS |

PRODUCTION SPEC SHEET

SEASON: Fall/Winter 2025

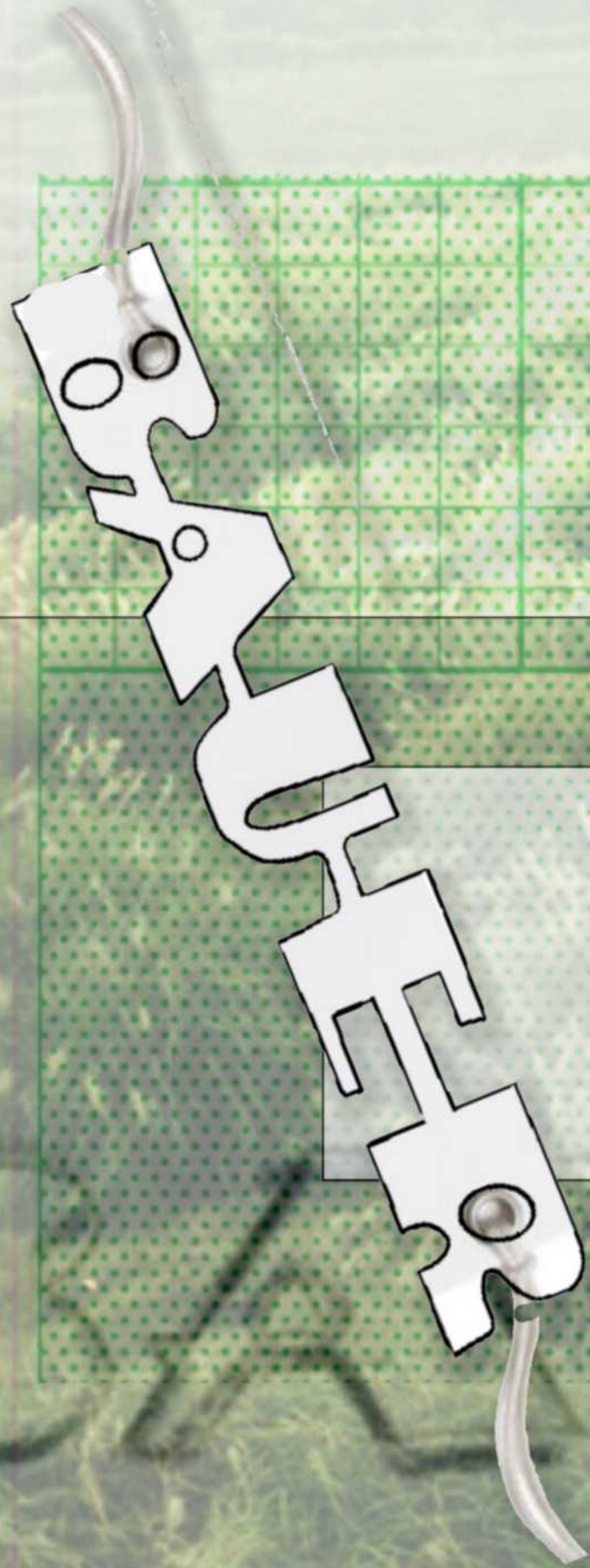


| | | | |
|---------------------|------------|---------------------|-------|
| REFERENCE #: | Midi Skirt | DESCRIPTION: | |
| STYLE #: | EBEXP01 | SIZE RANGE: | XS-3X |
| SAMPLE TYPE: | PRODUCTION | SAMPLE SIZE: | M |
| | | | |

| REF | FABRIC QUALITY /CONTENT | | | |
|-----|---|--------------------|----------------------------------|----------------------|
| A | 100% Bio-Nylon Ripstop | | | |
| B | 100% Upcycled Polyester Lining | | | |
| | | | | |
| | | | | |
| | PLACEMENT OF MATERIALS | COLORWAY #1 | COLORWAY#2 | COLORWAY #3 |
| | A- Main Fabric, Waistband, and Belt Loops | Brown, Gray | Blue (printed), Blue, Light Gray | Gray (Printed), gray |
| | B- Lining Fabric and Pocket Bags | Gray | Light Gray | Gray |

| ITEM | TYPE | DESCRIPTION/CONTENT | WIDTH/SIZE | QUANTITY | PLACEMENT |
|---------------|-------------------------------------|---|----------------------|----------------------|--|
| SELF | BIO-NYLON RIPSTOP | 100% BIODEGRADABLE NYLON | 60" | 1.5 yds. | MAIN BODY |
| LINING | RECYCLED POLYESTER LINING | 100% RESPUN POLYESTER LINING | 44" | 2 yds. | MAIN BODY, POCCKET BAG AND TRIM |
| TRIM | BELT BUCKLE, ZIPPER, BELT, HEM TRIM | RECYCLED PLASTIC, CANVAS, 100% RECYCLED POLYESTER | SEE DESIGN DETAILS* | 1 | SEE DESIGN DETAILS* |
| LABEL | SIZE, CARE, BRAND, FABRIC | PRINTED BRANDED FABRIC | SEE HANG TAG LAYOUT* | SEE HANG TAG LAYOUT* | LEFT SIDE SEAM AND CENTER BACK WAISTBAND |
| THREAD | 100% BIODEGRADABLE THREAD | 100% BIODEGRADABLE THREAD | THREAD | AS PER REQUIREMENT | ALL SEAMS |

HANG TAG DESIGN



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