



OUR BRANDS – APPAREL PROFILES



TABLE OF CONTENTS:

| | |
|-------------------------------|-------|
| Introduction..... | 4 |
| Corporate Brands | 6 |
| Technical Specifications..... | 7 |
| Cascade Sport™..... | 8-9 |
| Curfew™..... | 10-11 |
| Curfew™ Girl..... | 12-13 |
| Everyday Living Basics™ | 14-15 |
| Fission™ | 16-17 |
| Glacier's Edge™ | 18-19 |
| GNW™ (Women)..... | 20-21 |

| | |
|--|-------|
| GNW™ (Men)..... | 22-23 |
| Great Northwest Clothing Company™ (Women)..... | 24-25 |
| Great Northwest Clothing Company™ (Men)..... | 26-27 |
| Great Northwest Indigo™ | 28-29 |
| JORE™ | 30-31 |
| 3800 East™ | 32-33 |
| Holiday Traditions™ | 34-35 |
| Kids Korner™ | 36-37 |
| Michael Morgan™ | 38-39 |

INTRODUCTION:

The Our Brands Apparel Profiles help vendors and suppliers achieve a broader understanding of Kroger Apparel. Through strong partnerships with our vendors and suppliers, we offer customers an outstanding product experience, driving sales and fostering brand loyalty.



imagine it.

find it.

make it happen.

APPAREL
CORPORATE BRANDS:

This standards guide personifies each
of our Apparel Corporate Brands.

Each brand has its own unique profile,
demographic and quality requirements.

Individual brands offer further detail
in subsequent pages.





Kroger General Merchandise Group
3800 SE 22nd Avenue
Portland, OR 97202

TECHNICAL SPECIFICATIONS:

All technical specifications for private label products in the Home and Apparel Divisions of the Kroger Enterprise will be reviewed by the Product Development Department located in Portland, Oregon.

All private label products must include a private label UPC, which will be provided upon confirmation of commitment.

If you have questions after reviewing materials within the standards guide, please contact us directly at:

1-800-858-9202 ext. 3002.

Our team will put you in touch with someone who can help!

Today's athlete is not dedicated to a sole sport, such as basketball, running, weightlifting, yoga or cycling. Although the market is saturated with countless specialized garments, today's athlete expects versatility and quality in active apparel. These athletes appreciate innovative design, quality, comfort and value. Versatile active basics are foundational for a modern athlete's wardrobe.





BRAND POSITION:

Cascade Sport® for male and female athletes include quality active apparel styles and basics.

CUSTOMER TARGET:

Female: Age 25-45

QUALITY STATEMENT:

Good level of product

FABRICATIONS:

Knits:

- Technically inspired cotton/poly blends
- Polar Fleece

Designed with comfort in mind for the gym and the outdoors, Cascade Sport® offers a line of activewear basics for a full range of athletics. Inspired by technical innovation, Cascade Sport® is designed to keep men and women comfortable and uninhibited during their workouts.

Edgy Styling Quinn

Quinn is confident and outgoing. Her social status is very important to her and she is conscious about the way in which people perceive her. Quinn updates her wardrobe often, making sure it is always trend-right. She loves her iPhone; she is an avid texter and is always connected in her social networks, like Facebook. Quinn also appreciates many aspects of pop-culture. She frequently reads fashion magazines and watches reality shows. Quinn truly enjoys spending time with her family, but right now most of her attention is to her close friends. She is looking forward to attending college.

Curfew™



Curfew™

BRAND POSITION:

Curfew™ for young females includes trendy separates, shoes and accessories with fresh design.

CUSTOMER TARGET:

Female 13-20

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

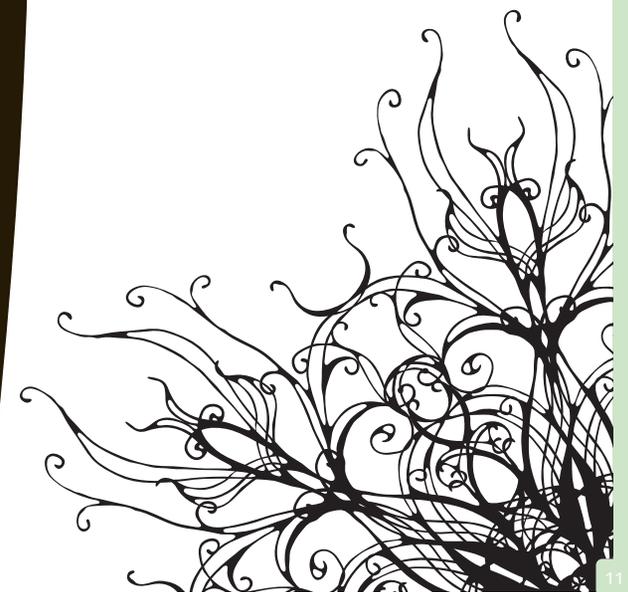
Knits:

– Cotton, jersey

Wovens:

– Denim, cotton

Curfew™ offers trend-focused, affordably-priced assortments for pre-teen to early-twenties females. Inspired by pop-culture icons, social trends and the fashion world, Curfew™ exemplifies clean and contemporary design.



Tamila

Tamila sees life through her heart-shaped sunglasses. She is all about having fun and enjoying her childhood, but also wants to keep up with the bright and cheerful trends of her older sister. Tamila enjoys recess time with her friends at school, and loves going on road trips with her family. She is eight going on 18, and cannot wait until she can attend high school, like her big sister.

curfew™
Girl





BRAND POSITION:

Curfew™ Girl for young females includes trendy separates, shoes and accessories with fresh design.

CUSTOMER TARGET:

Female 6-12

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

Knits:

– Cotton, jersey

Wovens:

– Denim, cotton

Curfew™ Girl offers trend-focused, affordably-priced assortments for grade-school to pre-teen females. Inspired by pop-culture icons, social trends and the fashion world, Curfew™ Girl exemplifies clean and contemporary design.





Today's Customer is not only seeking quality in whatever they buy, they want value. In addition to a great price, they want their item to last, whether it be from regular wearing and washing, or from ever-changing styles. Today's Customer wants to pick up timeless, solid items that fit their budget.

 **Everyday**
Living[®] Basics

Everyday Living[®] Basics

BRAND POSITION:

Everyday Living Basics[®] is for the value-minded customer including basic separates and accessories.

CUSTOMER TARGET:

Female and Male: Age 20-80

QUALITY STATEMENT:

Good level of product

FABRICATIONS:

Knits:

– Polar fleece, cotton

Everyday Living Basics[®] is for the value-minded Customer who are always on the lookout for the best quality at the best price. Everyday Living Basics[®] offer timeless, basic styles at solid values.

Edgy Styling

Caleb

Caleb is an active teenager who is never far from his iPod. He is a moderately social high-schooler, planning to attend college. On any given afternoon, Caleb may be found skateboarding at his neighborhood park or at home playing drums and video games. He also enjoys snowboarding during the winter months.





BRAND POSITION:

Fission® for young males includes comfortable separates, shoes, and accessories with an edge.

CUSTOMER TARGET:

Male: Age 20+®

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

Knits:

– Cotton, jersey

Wovens:

– Denim, canvas, twill

Fission® is designed for pre-teen to early-twenties males who desire trendy and expressive accessories for an active lifestyle. Taking design cues from popular skate and urban brands, Fission® is imaginative and edgy with streetwear influences. Fission® blends vintage-inspired colors and prints with seasonal trends.

Today's outdoor enthusiast wants to remain warm and dry when it's cold and wet outside. They expect their outdoor gear to stand up to the elements and enhance their outdoor experience with the latest innovations in outdoor wear. Whether they're hitting the slopes, trekking through rugged terrain or taking in a scenic view, adventurers want to do it in style. Along with modern innovations and design, quality and value are also of great importance to the outdoor enthusiasts.





BRAND POSITION:

Glacier's Edge® for males and females includes cold-weather technical apparel, shoes and accessories.

CUSTOMER TARGET:

Female: Age 25-45

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

Knits:

- Performance-inspired nylon/polyester, micro/polar bonded fleece

Glacier's Edge® focuses on performance fabrications, design innovations and details. Engineered to be comfortable and perform best on the trail or the slopes, Glacier's Edge® designs feature technologies that combat the elements, keeping adventurers warm and dry.

updated styling

Samantha

Samantha is confident in all she does. She is career-minded and dresses for success. Whether in sportswear for daily visits to the gym or a casual outfit for a Friday night out, she is well put together. She opts for fashionable comfort, but always appreciates a great pair of heels. Cultured and sophisticated, Samantha is well-traveled, educated and always informed about current events. She has a great sense of humor and appreciates witty sarcasm. Her sophisticated tastes are evident in her home, lifestyle and broad social network. While Samantha enjoys entertaining her close friends on the weekends, she cherishes her family time above all.

gnw[®]





BRAND POSITION:

GNW® for women includes business wear, sleepwear, handbags, shoes, hosiery and accessories.

CUSTOMER TARGET:

Women 25-40

QUALITY STATEMENT:

Best level of product

FABRICATIONS:

Knits:

Fine gauge yarns, premium blends, cotton basics, rayon/spandex

Wovens:

Spandex blends, brushed cotton

Sweaters:

Fine to heavy gauge yarns, Lyocel, Merino wool and rayon, acrylic blends and poly rayons

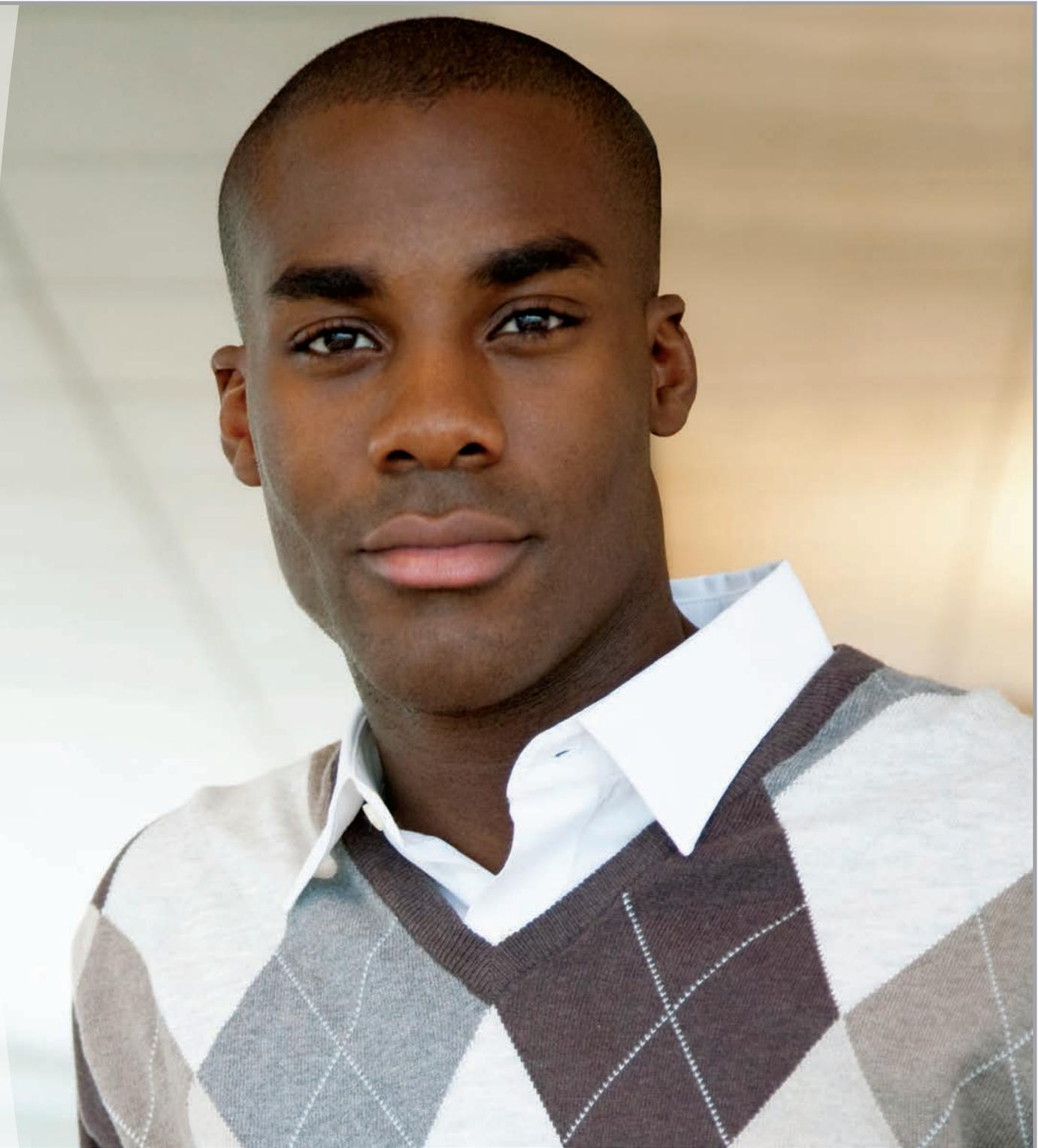
GNW® delivers up-to the-minute, trend-right sportswear designed to add freshness and sophistication to any wardrobe. Updated design trends are captured and delivered in high-profile, affordable separates.

Updated styling

William

William is a well-educated, successful business leader. He excels in his corporate job; he's driven and enjoys leading his team. William is tech-savvy and fashion-conscious. He stays informed about world events and politics. In his off-time, William embraces the urban night life as much as he savors a weekend in wine country. As a husband and father of one, William appreciates his family time at home, in the comfort of his sophisticated surroundings. William takes pride in his appearance and maintains it with regular workouts. His efforts allow him to feel confident in a modern fit, without having to sacrifice comfort.

gnw[®]





BRAND POSITION:

GNW® for men includes business casual separates and accessories with updated styling.

CUSTOMER TARGET:

Men 25-40

QUALITY STATEMENT:

Best level of product. Upscale.

FABRICATIONS:

Knits:

Fine gauge yarns, premium blends, cotton basics, rayon/spandex

Wovens:

Spandex blends, brushed cotton

Sweaters:

Fine to heavy gauge yarns, Lyocel, Merino wool and rayon, acrylic blends and poly rayons

GNW® delivers up-to the-minute, trend-right sportswear designed to add freshness and sophistication to any wardrobe. Updated design trends are captured and delivered in high-profile, affordable separates.

CASUAL STYLING

Kate

Kate is a woman defined by efficiency and productivity. She has a mature attitude and works hard to keep her career and home in order. Kate is practical and loves to shop for her staple items. Her style of no-nonsense, comfortable clothing is suitable for her busy lifestyle. As Kate is preparing to downsize, anticipating an empty nest, she appreciates every moment spent with her family and friends. Kate loves to cook, garden and read. Above all, she enjoys game-nights or movies out with her family. Kate seems to put the needs of those around her before her own. Kate embraces tradition and is very loyal. She supports her community and makes sure that her family is included and engaged.

great northwest
CLOTHING COMPANY®



great northwest

CLOTHING COMPANY®

BRAND POSITION:

Great Northwest Clothing Company® for women includes relaxed, casual separates, sleepwear, shoes and accessories.

CUSTOMER TARGET:

Women 35-60

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

Knits:

Cotton-based ribs and jerseys, fleece-cotton, man-made brazed and flat black ribs

Wovens:

Brushed and sueded cotton twills, sheeting and chambray. Relaxed, worked denim and flannels

Sweaters:

Cotton, fair isles, jacquards and acrylic blends

Great Northwest Clothing Company®

offers timeless, all-American styled
apparel with value and quality in mind

for casual or active lifestyles.

casual styling
Tom

Tom is a hard-working man who takes pride in his work. He and his wife enjoy family time, but also look forward to the years ahead, when their kids move on to college. Tom is very active and loves the outdoors. Whether hunting, fishing, camping or mowing the lawn on a Saturday afternoon, he feels most comfortable in a relaxed pair of jeans and a t-shirt. Tom also loves grilling and actively follows college football.

great northwest
CLOTHING COMPANY®



great northwest

CLOTHING COMPANY®

BRAND POSITION:

Great Northwest Clothing Company® for men includes relaxed, casual separates, shoes and accessories.

CUSTOMER TARGET:

Men 30-50 (primary purchaser: female spouse 30-50)

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

Knits:

Cotton or cotton-rich based ribs and jacquards

Wovens:

Brushed and sueded cotton twills, sheeting and chambray. Relaxed and worked denim

Sweaters:

Cotton, fair isles, jacquards and acrylic blends

Great Northwest Clothing Company®

offers timeless, all-American-styled
apparel with value and quality in mind,
for casual or active lifestyles.

Trend-right styling

Issabella

Issabella is known as the hip mom on the block; she has a youthful attitude and always wears a smile. Her cool, casual style is perfect for her active lifestyle. Whether managing her office, shuffling kids from school to practice or grabbing coffee with her friends after a workout, Issabella adapts well and embraces change. She knows how to text with the best of them, has hundreds of friends on Facebook and tweets on occasion. Issabella's husband, friends and kids love her infectious optimism and they cherish the time she invests in making each of them feel special.

great northwest
indigo[®]



great northwest indigo®

BRAND POSITION:

Great Northwest Indigo® for women includes trend-right casual separates and accessories.

CUSTOMER TARGET:

Women 25-45

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

Knits:

Lightweight cottons and cotton/modal blends

Wovens:

Lightweight cotton and cotton/spandex blends

Sweaters:

Acrylic blends, fine-gauge cotton, wool, and rayon.

Great Northwest Indigo® offers Customers a youthful but age-appropriate look and feel. Great Northwest Indigo® provides a fun and relaxed style with modern fit and fashionable styling. Designed for Customers to easily mix and match with existing separates to create a personalized style.

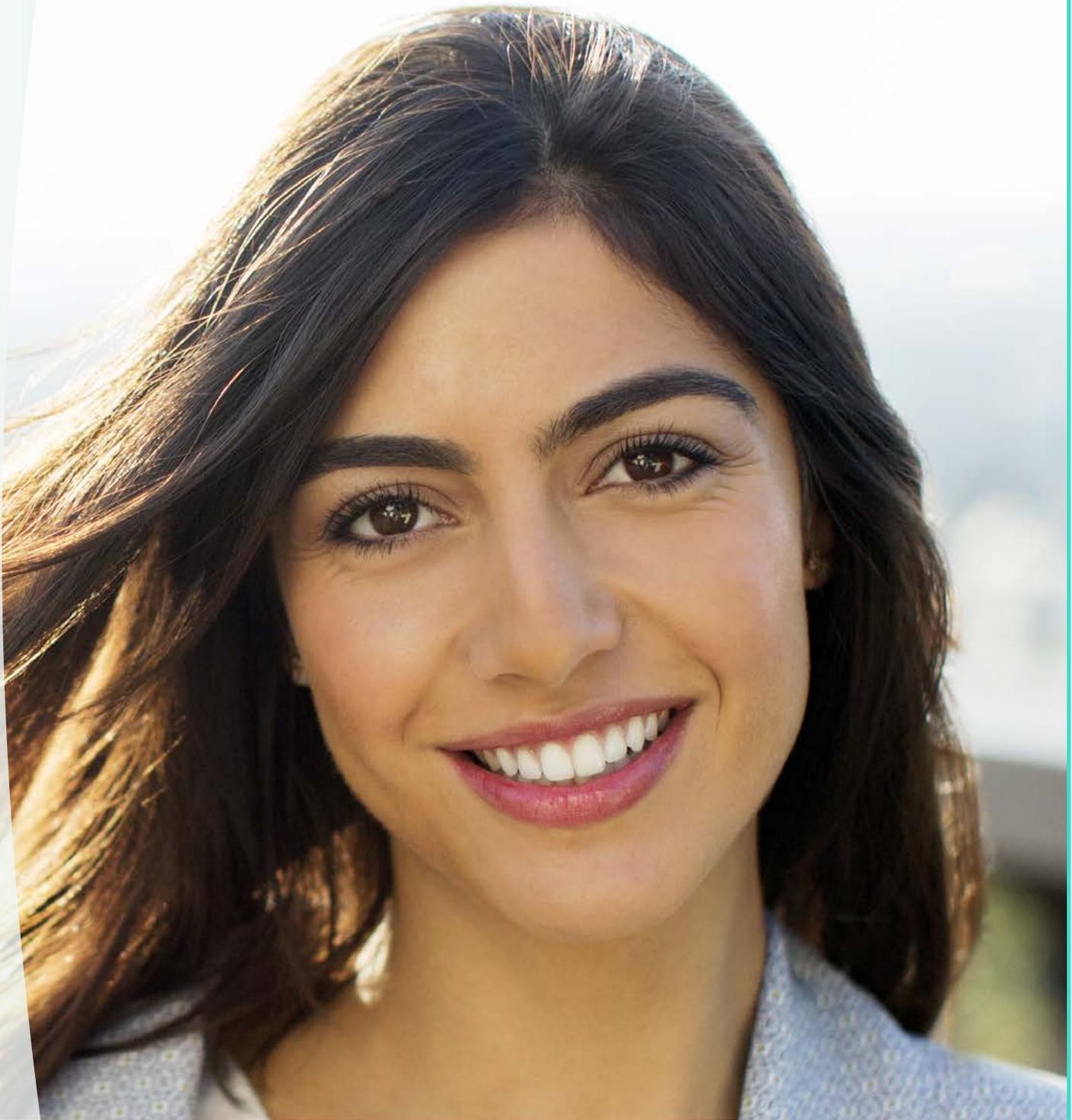
Trend-right styling

Eva

Eva thrives on an active lifestyle.

This mom believes in working hard and playing hard. Her friends and family can always count on her to be at their events or lend a hand. Her style is versatile; she can easily transition from a sales meeting to happy-hour. She loves using Instagram and Pinterest to keep up with her friends and trends in pop-culture. At the end of the day, she enjoys a quiet evening with her family.

jorē™



jorē™

BRAND POSITION:

Trend-right sandals, shoes, boots.

CUSTOMER TARGET:

Women 25-45

QUALITY STATEMENT:

Better level of product

FABRICATION:

Synthetic leather

jorē offers Customers a fresh and age-appropriate look for everyday

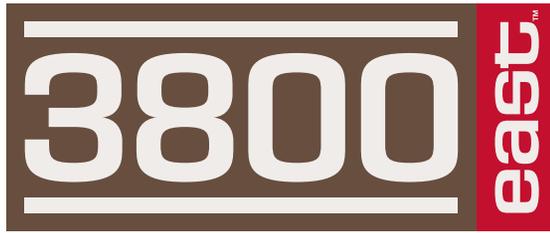
footwear. jorē offers a fun and relaxed style while making a modern fashion statement. Designed for Customers to easily mix and match with existing separates to create a personalized style that inspires.

Trend-right styling **Ryan**

Ryan has a passion for life. He enjoys his creative job and the flexibility it affords him. On nice days he bikes to work, but not before stopping at the neighborhood espresso bar. Ryan is active in his community, whether volunteering at his kids' school or leading creative writing workshops to pre-teens. Ryan and his wife often marvel at the ways in which their young children are constantly changing. Ryan's social network is expansive and he is great at keeping in touch via Twitter, Facebook and texts. He takes every opportunity to be outdoors: running, biking or playing a game of pick-up basketball.

3800 east





BRAND POSITION:

3800 east™ for men includes trend-right casual separates.

CUSTOMER TARGET:

Male 25-40

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

Knits:

Low impact, lightweight cottons and cotton/modal blends

Wovens:

Lightweight cotton and cotton/spandex blends

Sweaters:

Acrylic blends, fine gauge cotton, wool and rayon

3800 east™ offers Customers a progressive urban feel, with fashionable detailing and a relaxed style.

3800 east™ separates allow Customers to easily mix and match new pieces with existing pieces to create a personalized repertoire.

Holiday Traditions®

Today's Customer enjoys the holiday season to the fullest. She wears her heart on her sleeve and wants to demonstrate her enthusiasm for the special time of year. She cherishes her time with extended family and especially enjoys entertaining holiday guests.

Holiday Traditions®



Holiday Traditions®

BRAND POSITION:

Holiday Traditions® includes relaxed, casual separates, sleepwear, shoes and accessories.

CUSTOMER TARGET:

Female 35-60

QUALITY STATEMENT:

Good level of product

FABRICATIONS:

Knits:

Cotton-based ribs and jerseys, fleece-cotton, man-made brazed and flat back ribs

Wovens:

Brushed and sueded cotton twills, sheeting and chambray. Relaxed, worked denim and flannels

Sweaters:

Acrylic blends, cotton, fair isles, jacquards

Holiday Traditions® offers Customers traditional, all-American styled apparel with a holiday twist. Perfect for Customers wishing for quality seasonal apparel at recognizable value.

Today's kids are happy, energetic and full of curiosity. Kids ranging from infants to elementary school age are active no matter where they are: outside, wrestling with a sibling or hosting a tea party. They are drawn to bold colors, great screen prints and comfortable clothes that don't get in their way. Though kids don't know it, their moms appreciate the versatility of mix-and-match clothing. Kids love the expressive possibilities of choices in everything. Moms appreciate the value of versatile, durable and affordable clothing.





BRAND POSITION:

kids korner® for children includes mix-and-match casual separates, basics, shoes and accessories.

CUSTOMER TARGET:

Mothers of children infant-8 years of age

QUALITY STATEMENT:

Good level of product

FABRICATIONS:

Knits:

- Cotton and cotton/Spandex blends
- Cotton/polyester blends

kids korner® is a comprehensive brand of children's school and play clothes. kids korner® offers relaxed fits and fresh designs that kids love, while appealing to parents with affordable prices, easy care and versatility. kids korner® includes mix-and-match pieces for school and casual occasions, suitable for infants, toddlers and bigger kids.

When it comes to selecting men's underwear, today's man cares about one thing: comfort. He appreciates innovations such as tagless tees, moisture-wicking fabrics and breathable cotton. Today's man recognizes quality and likes to buy in bulk. He also likes choice: color, print and fabric. Whether it's sport briefs for exercise or lounge pants for a lazy weekend, today's man wants options.


michael morgan®





BRAND POSITION:

Michael Morgan® for men includes quality socks, underwear and loungewear.

CUSTOMER TARGET:

Male 25-45

QUALITY STATEMENT:

Better level of product

FABRICATIONS:

Knits:

- Cotton, CVC - Cotton/poly blend

Wovens:

- Cotton, brushed cotton

With value in mind, Michael Morgan®

is a line of basics created to keep
men comfortable throughout

the day, whether at work at or play.

Designed using easy-care fabrics.

THANK YOU!

