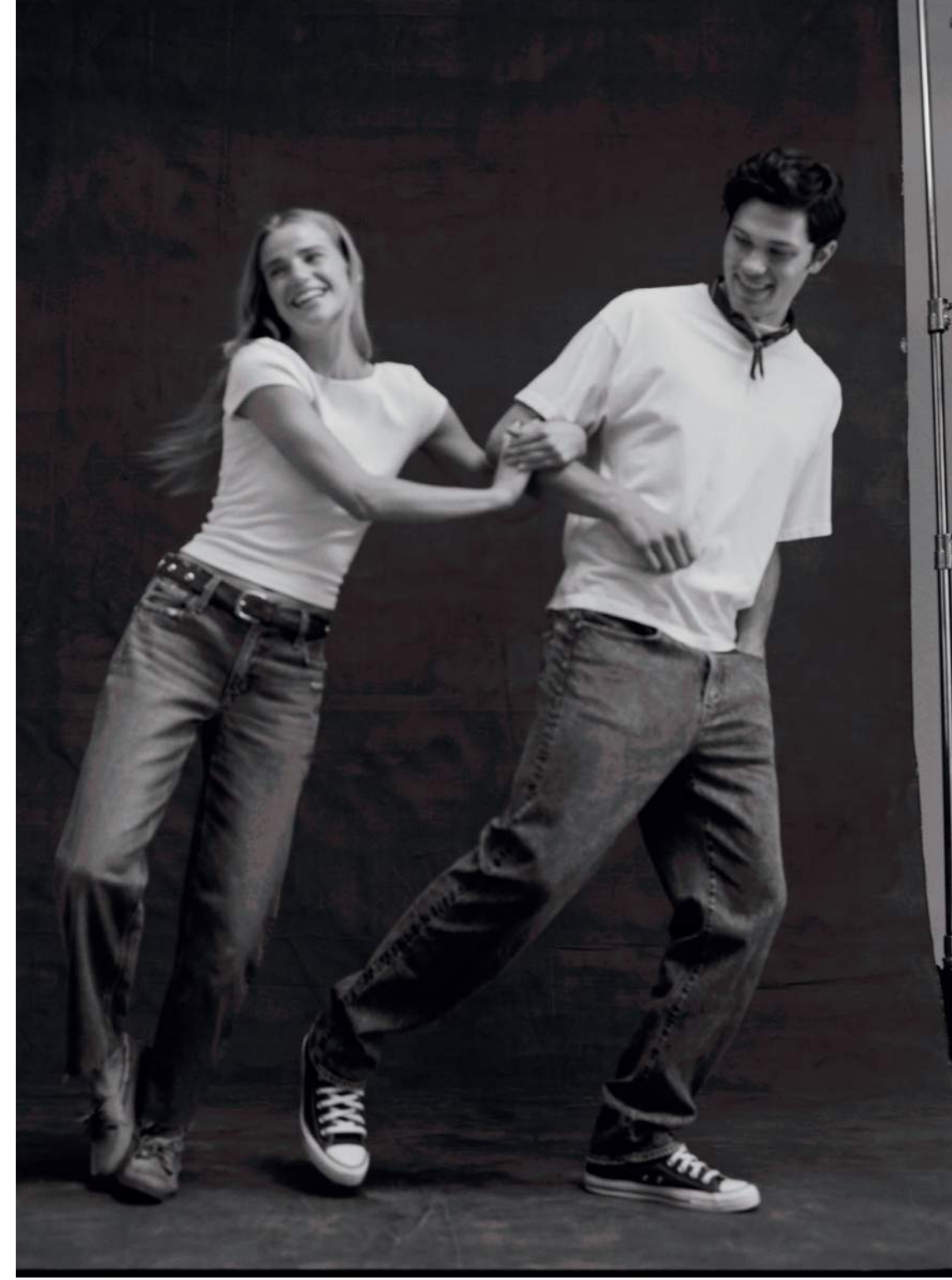
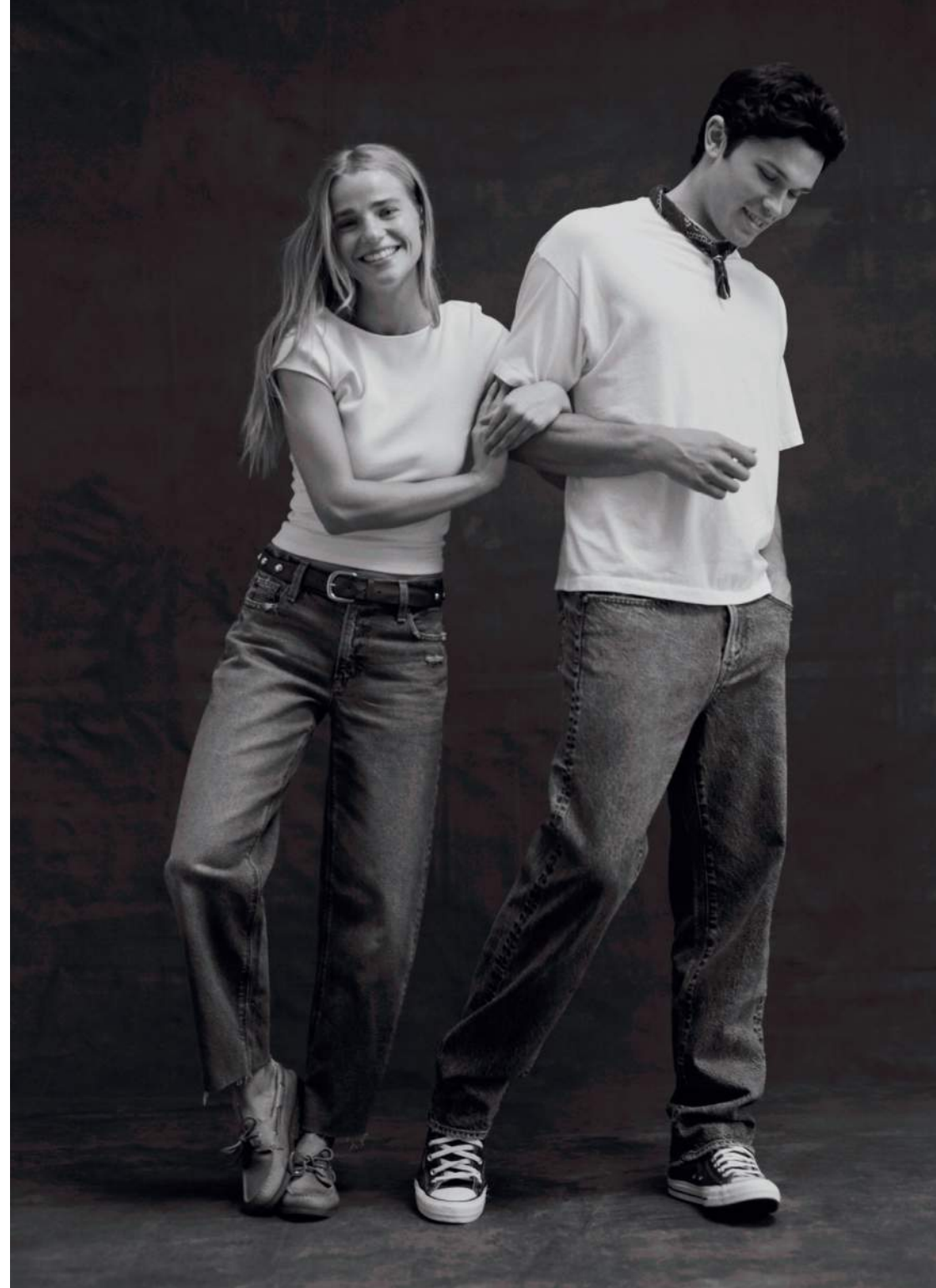




AMERICAN EAGLE

*Lived-in | Design Guide*





## Who We Are

American Eagle is a youth culture brand that's grounded in denim, and we've been making the best jeans

around for over 40 years. It's woven into our DNA. It's what brings us together. It's how we express ourselves.



# Who We Are

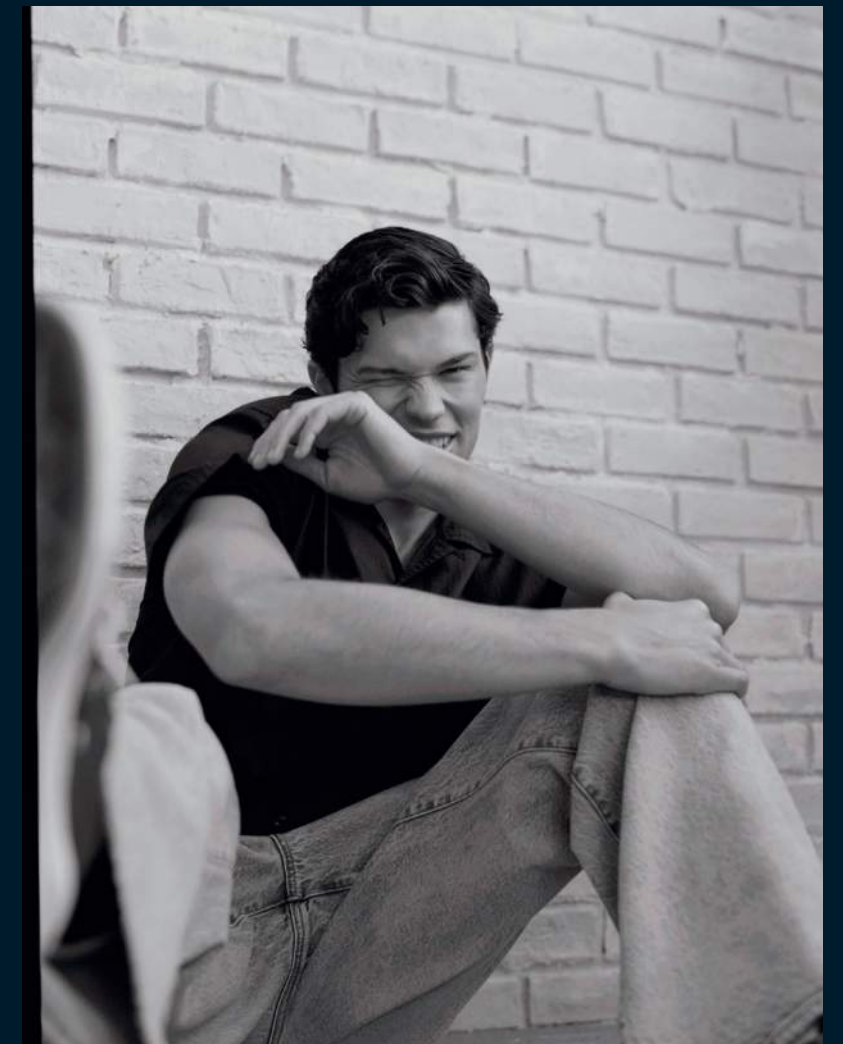
We're a global brand that's constantly growing, with over *1,500* stores worldwide and an expansive digital presence with *+25M* monthly site visits.

We sell more than *30 million* pairs of jeans each year, equivalent to 63 pairs *every minute, every day*.

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AE is the #1 jeans brand for Gen-Z.

The #1 jeans brand for women of all ages.



The #2 apparel brand for teens.

And we aspire to be #1 in the world.

# OUR CUSTOMER

*Gen-Z* remains at our core, which is why we're passionate about what they're passionate about.

We stay connected with them wherever they are – through music, collaborations, sports, gaming, style, and community.

But to keep growing as a brand, we have to appeal beyond just Gen-Z.  
*As our customer evolves, so do we.*

We're continuing to broaden our demographic with an elevated aesthetic and product offerings that can seamlessly span generations.



# *Lived-in | Stores*





SOHO  
NEW YORK, NY





SOHO  
NEW YORK, NY





GARDEN STATE PLAZA  
PARAMUS, NJ





AVENTURA MALL  
MIAMI, FL





OAKBROOK  
CHICAGO, IL





QUEENS CENTER  
NEW YORK, NY





# TYSON'S CORNER

WASHINGTON, D.C.