





53 COUNTRIES

#### HOW IT ALL BEGAN

ICONS, LEGENDS AND HEROES ALL HAVE AN ORIGIN STORY. THIS IS OURS.

In 1955, a sportswear icon was born from the most unusual of places. Fueled by whiskey, Abbot Pederson purchased an unlikely drinking buddy for his flight home in the form of a stuffed penguin he named Pete. A quip from the seductive stewardess onboard led Pederson to embroider this character on his new shirts. Pete the Penguin has left his mark on a league of legends from Frank to Bing and Clint to Arnie. Original Penguin had been adorned and adored by the masters of culture and sport to define itself as an American classic that knows how to have fun. Still revered by the originals of today, this iconic brand now fully encompasses the lifestyle

of what it means to be an original, and how to enjoy yourself while doing it. We are what you wear for the good times.

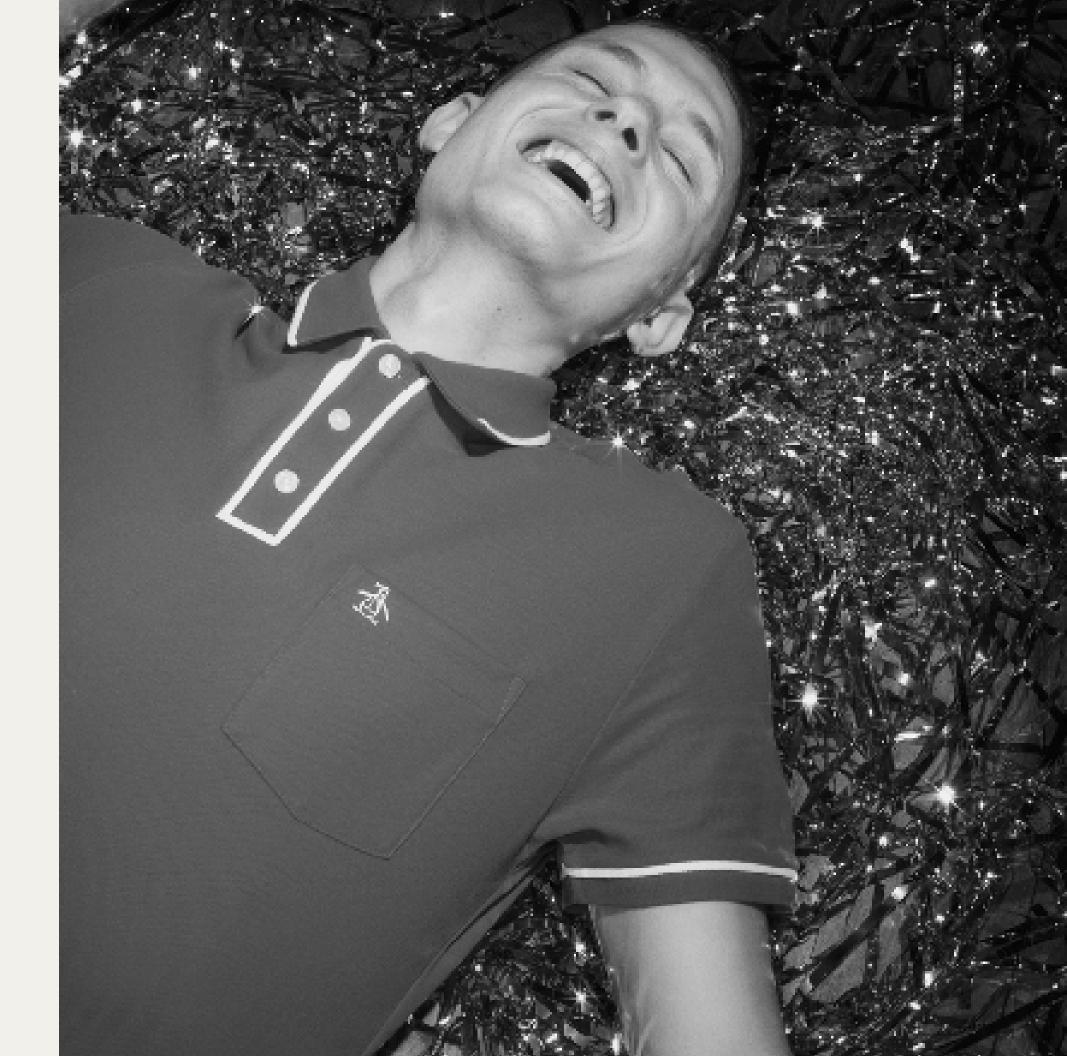




# THE EARL POLO

#### ICONICALLY ORIGINAL SINCE '55.

Worn by a league of legends from Frank to Bing and Clint to Arnie. The Earl™ Polo has been an icon for over 60 years and counting. Featuring unmistakable contrast tipping on the collar, placket, and sleeve cuff, our signature polo is finished off with the iconic Pete logo proudly embroidered on the chest. Often imitated, never duplicated.







#### **DEMOGRAPHICS**



18-45 YEARS OLD

(SWEET SPOT: 20-30)



\$60K+ STARTING ANNUAL INCOME\*

\*FIGURE BASED ON SINGLE INDIVIDUAL INCOME.



URBAN/ METROPOLITAN

#### **PSYCHOGRAPHICS**



#### **BUYS BRANDS THAT STAND FOR SOMETHING**

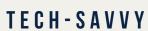
















CULTURALLY AWARE



SOCIAL







two less ametically Motuskoumbeath

VAMA BILAS ASSESS

acceptant filters

whom 3 Shall as

clamada knar Sc

Harriersen encalls collect in a victoria.

traffessome kalli

beautiful bown

armilla benerriide

paragraph ang 15sa e a la tobal de la

Flyou guys warms check it due here's the link-

debt discount of

#### MEDIA

#### **PLACEMENTS**

**JERRY O'CONNELL** 

**KUMAIL NANJIANI** 

**CLINTON KELLY** 

**ADAM METZGER** 

**JASON TARTICK** 

**JOEL MCHALE** 

MARIO LOPEZ

TRINITY THE TUCK

**BOBBY LEE** 

**KLAY THOMPSON** 

MARCEL SPEARS

TOM HOLLAND

**HAYES GRIER** 

**JALEN RAMSEY** 

**DAVID HENRIE** 



PETE DAVIDSON ON SNL



**KUMAIL NANJIANI ON SILICON VALLEY** 



**SHANINA SHAIK** 



**MARIO LOPEZ ON EXTRA** 



CAMERON SMITH,
ORIGINAL PENGUIN
TOUR PLAYER













**SPORTSWEAR** 

**TAILORED CLOTHING** 

**SPORTSWEAR** 

**SPORTSWEAR** 

**OUTERWEAR** 

**EYEWEAR** 

**OUTERWEAR** 

**OUTERWEAR** 

**SWIMWEAR** 

**HEADWEAR** 

**SWIMWEAR** 

SOCKS

**FOOTWEAR** 

HOME

**FOOTWEAR** 

**HEADWEAR** 

**FRAGRANCE** 

**DRESS SHIRTS** 

SOCKS

**UNDERWEAR** 

**GOLF ACCESSORIES** 

**GROOMING** 

**BELTS / WALLETS** 

**DRESSES** 

**LOUNGEWEAR** 

**TECH ACCESSORIES** 

**LUGGAGE / BAGS** 

**INTIMATES** 

**SLEEPWEAR** 

**NECKWEAR** 

**JEWELRY** 

SOCKS

**BEDDING AND BATH** 

**BEDDING AND BATH** 

**UNDERWEAR** 

LOUNGEWEAR

**SLEEPWEAR** 

#### INTRODUCING OUR NEWEST CATEGORY

#### ORIGINAL PENGUIN DENIM

Original Penguin denim is rugged and ready for any adventure ahead. Crafted with quality and care, these premium garments are designed for anything the world throws at you. Each cut speaks to a different unique style, making sure every original guy is covered with a premium pair all their own. Designed with superior quality fabrics and trims, the details make the denim.

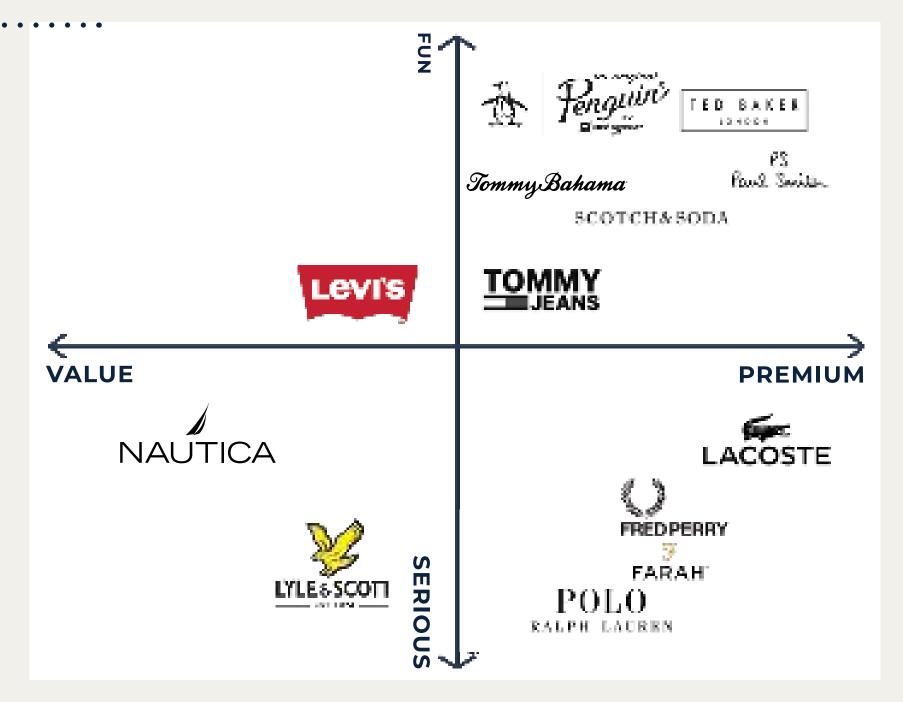








#### OUTSIDE THE FLOCK



# WORLD OF PENGUIN

# OF PENGUIN

CUARACAO INDIA ARGENTINA **PANAMA SWEDEN ARUBA** DENMARK IRELAND **SWITZERLAND PARAGUAY DOMINICAN REPUBLIC** ISRAEL **BARBADOS** PERU **TOBAGO** BELGIUM **ITALY** TRINDAD **PHILIPPINES ECUADOR** BELIZE **JAMAICA** PUERTO RICO TURKEY **EL SALVADOR BOLIVIA** UNITED KINGDOM JORDAN **QATAR FRANCE** UNITED STATES **LEBANON SAUDI ARABIA BULGARIA GERMANY SOUTH AFRICA** URUGUAY CANADA GREECE **MEXICO VENEZUALA CHILE GUYANA** SPAIN **NETHERLANDS COLOMBIA** HAITI NICARAGUA **SRI LANKA** 

**COSTA RICA** 

**HONDURAS** 

ORIGINAL PENGUIN HAS 14 BRICK AND MORTAR LOCATIONS ACROSS THE UNITED STATES, A TOTAL 94 STORES AROUND THE GLOBE AND DISTRIBUTION IN 53 COUNTRIES.

**NORWAY** 

ST. MAARTEN



### WHERE WE

#### NEST



ORIGINAL PENGUIN E-COMMERCE

ORIGINALPENGUIN.COM ORIGINALPENGUIN.CO.UK



ONLINE RETAILERS

**AMAZON** 

**ASOS** 

**BOMBFELL** 

SAKS.COM

STITCH FIX

ZALANDO **ZAPPOS** 



ORIGINAL PENGUIN RETAIL STORES

14 STORES IN USA

**80 STORES** 

**INTERNATIONALLY** 



SPECIALTY RETAILERS

**ART OF STYLE** 

**BLOKE** 

**BODY BODY** 

**CITIZEN CLOTHING** 

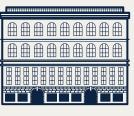
**CRAM** 

**ID MENSWEAR** 

**SOUTH MOON UNDER** 

**PSYCHE** 

ULAH



LUXURY RETAILERS

**BLOOMINGDALE'S** NORDSTROM



DEPARTMENT STORES

**BREUNINGER DILLARD'S** 

**EL PALACIO DE HIERRO FENWICKS GROUP GALERIA INNO HOUSE OF FRASER** 

**HUDSON'S BAY** 

**JOHN LEWIS** 

LIVERPOOL

**LORD & TAYLOR** 

MACY'S

**NOTOS** 

**RIPLEY** 

**VON MAUR** 

BRICK

Qο MORTAR

ONLINE



#### AN ORIGINAL STORE EXPERIENCE.

ORIGINAL PENGUIN retail stores provide great brand visibility and are often primary access points for consumers. An updated store and shop-in-shop concept is currently being rolled out for all upcoming global stores. With a focus on thoughtful details and tech features, this new concept aims to bridge the gap between our online and brick-and-mortar presence.



#### CURRENT US STORES





FLAGSHIP CONCEPT MALL CONCEPT

#### INTERNATIONAL

STORES









#### **SHOP-IN-SHOP**

#### STORES

























#### CHINATOWN

#### **MARKET**

In Fall 2018 Original Penguin partnered with Chinatown Market for a brand mash-up. Chinatown Market has taken the iconic "Pete the Penguin" logo, patterns and silhouettes from Original Penguin and put their translation on the products. Michael Cherman of Chinatown was inspired by the brand's heritage coupled with his passion for Canal Street, trending topics, and moments across social media. The Original Penguin x Chinatown Market capsule collection featured a range of hoodies, tees, and our signature Original Penguin polos. We are what you wear for the good times!

TOTAL PRESS IMPRESSIONS: 211.5 M

PAID SOCIAL IMPRESSINOS:

INFLUENCER SEEDING ENGAGEMENTS:

9.61M

IN PARTNERSHIP WITH

HYPEBEAST

#### SUCARLOAF SOCIAL CLUB

Sugarloaf Social Club, founded by Ian Gilley and Harrison Lewis in 2011, is dedicated to economically feasible, architecturally interesting, environmentally sustainable and socially conscious golf initiatives as well as sporadic, exclusive merchandise drops.

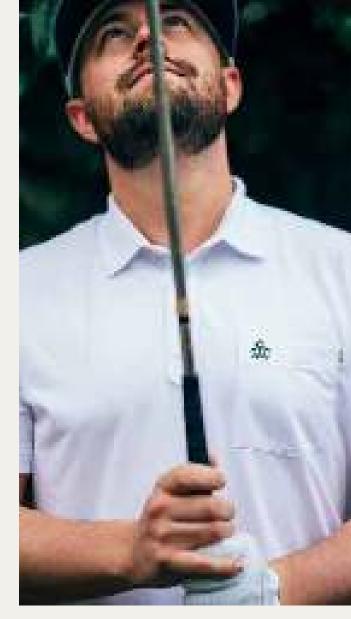
The Sugarloaf Social Club x Original Penguin collaboration is made up of 5 styles. Only 100 units of each style was produced, and each style was marked with a production number.

100 UNITS
PER STYLE

5 STYLES
POLOS & JACKETS













#### CONTENT IS KING

#### ALWAYS THERE. ALWAYS ON.

ORIGINAL PENGUIN is everywhere the ORIGINAL GUY is. Our year-round content strategy ensures that fresh, engaging content is served up at all times. ORIGINAL PENGUIN appears in the magazines our guy reads, the websites he visits, the shows he streams, the festivals he attends and everywhere in between. All marketing initiatives and placements fall under our defined brand touch points of music, comedy, youth, and philanthropy.











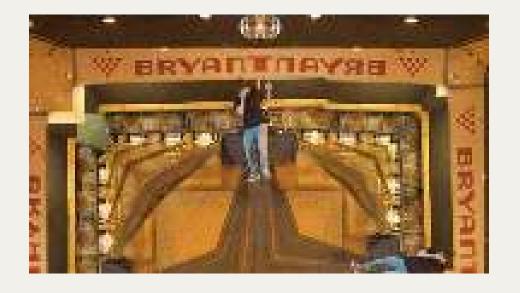




**ILOVEMAKONNEN - FALL 2017** 



**FAMILY OF THE YEAR - SPRING 2018** 



**JACK HARLOW - FALL 2018** 



**CHROMEO - HOLIDAY 2017** 



**BRYCE VINE - SUMMER 2018** 



**ARMANI WHITE & LOUIS FUTON - HOLIDAY 2018** 

## ORIGINAL TRACKS

We've teamed up with our friends at FLOOD Magazine to bring you a special video content series showcasing the most original up-and-comers in the music world. With intimate interviews and stripped down performances, this is an exclusive look into the artistry and mindset of these surefire stars of tomorrow. Each season we partner with a different group or artist who wears Original Penguin head to toe throughout the videos and is shared via our website, social media platforms as well as the artists.

















#### FESTIVALS AND **ACTIVATIONS**

Festivals, events and activations play a large part of this. They are the place to be when targeting the millennial customer. The in-house content team uses these opportunities to create shareable moments for the consumers with photo and video recaps. Product and branding are featured wherever applicable and help to support the brand ethos of "We Are What You Wear For The Good Times".







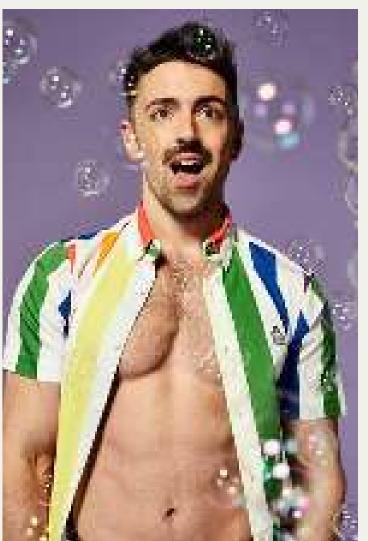












# CAMPAIGNS

Original Penguin produces a mix of lifeestyle campaigns, lookbooks, & video shoots. Leveraging an in-house content team and external support when needed, the brand produces a wealth of photo and video content to support the ever-increasing needs in the digtial marketplace.

#### DIGITAL MARKETING

**4906,000**GLOBAL COMMUNITY



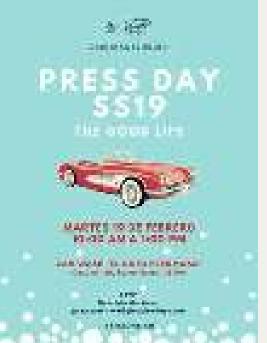




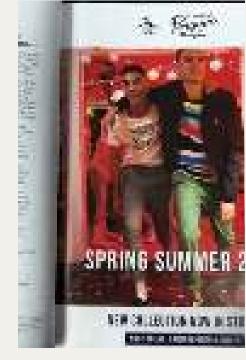
#### PENGUIN

#### AROUND THE WORLD

ORIGINAL PENGUIN is a global brand with initiatives around the world. From fashion shows in the Philippines to out of home advertising, the colony is strong. In England, NEW ORIGINALS is our brand new series dedicated to unique and inspiring trailblazers who offer something truly different and original in today's modern society. These talented and influential individuals all share our love for originality. That's why we have teamed up with them to show the world what it really means to #BeAnOriginal.



















#### PHILANTHROPIC

#### **EFFORTS**

#### PROJECT #SHARECONSERVATION

Project #ShareConservation is an annual touchstone event for Original Penguin. As the main philanthropic effort of the brand, this yearly campaign aims to make a difference in the world. Each year new piece a carefully crafted creative is distributed globally with the call to action to share. Each share amplifies reach to create viral content for the brand, and every share equals one dollar donated to help protect Penguins and other wildlife. This Responsibility Corporate Social program has become a part of the brand's DNA, and with the millennial resonate OPG customer as a company that stands for something.

#### PROJECT #SHARECONSERVATION







#### 2019

#### MARKETING ROADMAP

**FEBRUARY** 



**MARCH** 

**APRIL** 



PROJECT #SHARECONSERVATION

MAY



JUNE

**JULY** 



**AUGUST** 



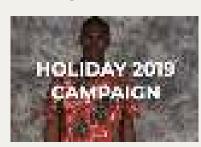
Penguin Vansingwear DENIM

**SEPTEMBER** 



**OCTOBER** 

**NOVEMBER** 



DECEMBER

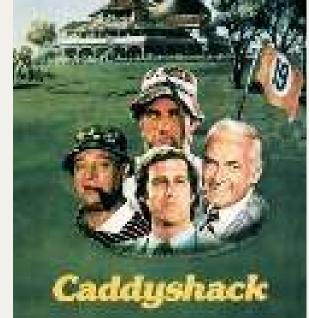
**JANUARY** 



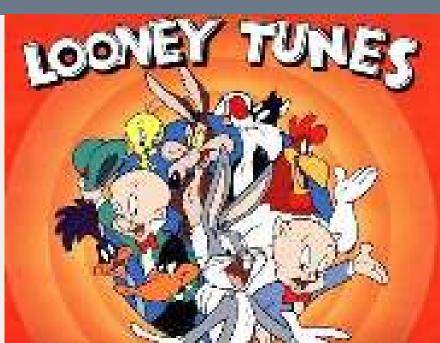


In 2020 we will be celebrating our 65th anniversary by collaborating with American Icons.









#### CONFIDENTIAL AND PROPRIETARY INFORMATION NOT INTENDED FOR DISSEMINATION

This document is confidential and proprietary information of Perry Ellis International, Inc., it's affiliates & subsidiaries ("PEI"). The content is intended for inspirational or informational purposes only and PEI reserves all rights in this document or presentation. Accordingly, the recipient ("Recipient") agrees to protect the confidentiality of all information contained in this document, except as may be required by any applicable law, government order, or regulation, or by order or decree of any court of competent jurisdiction. Recipient shall not, without prior written consent of PEI, publicly divulge, announce or in any manner disclose to any third party, any information or matters revealed herein, or any of the specific terms and conditions of this presentation. Recipient shall be solely responsible for any unauthorized disclosure or use of trademarks or images contained herein.



#BeAnOriginal | original penguin.com