

# INSEAM



FEBRUARY 2019





# WEAR TO WORK

## FOR HER:

Universally flattering wide leg pants and jeans shapes take over this spring. Balance these new proportions and accentuate her waist with fitted tops, tees and bodysuits.

## FOR HIM:

We've added more color to Performance suits and shirts. You'll see bolder patterns and seasonal colors.





NEW



## SASH WAIST ANKLE

- Pleated front
- Flattering waist accent
- Pant's come with a sash, but can switch out for a belt

**PAIR:** A basic tee, blazer, earrings

## BARELY BOOT

- Slimming bootcut
- Fitted through thigh
- Best selling leg shape

**PAIR:** Portofino, Sweater, Wedges or booties



# THE PANTS FOR RIGHT NOW

The new pant shapes to try for spring:  
Culotte, Wide leg, and Sash-waist.

## ANKLE

- Tapered leg, hits at ankle
- Classic and Novelty styles
- Second best selling leg shape

**PAIR:** Fitted bodysuit or going out top, (Minus the Leather) Leather Jacket, Booties or heels



## CULOTTE

- Relaxed fit
- High waisted with sash accent
- Cropped length

**PAIR:** Fitted bodysuit or top, Blazer, slides

NEW







## MAKE MOVES & STAY COMFORTABLE

Bold new colors for Valentine's Day/spring.

Tech fabric attributes make suits comfortable and easy to care for.

**FABRIC ATTRIBUTES:** Moisture-wicking. Quick Drying. Stretch+

Check out [@expressmen](#) for videos on IGTV of each NBA Allstar



# DRESS LIKE A PRO





EXPRESS



OLIVIA CULPO

AN EXCLUSIVE COLLECTION



A collection inspired by **GRL PWR**, created by actress, model and designer Olivia Culpo for all the fearless women out there with lots to accomplish.

Street-meets-dressy separates designed to be worn in a million different ways. Available in most stores and online.

“ GRL PWR REPRESENTS WOMEN STICKING TOGETHER. I WANT TO CREATE CLOTHES THAT EMPOWER WOMEN AS A WHOLE. ”



To see the entire collection check out the lookbook on the EXP EDU homepage.





# STYLE BY OCCASSION

Our customers are always heading out to dinner, drinks or date nights. We have looks for every occasions – especially Valentine's Day.

FOR HER:

Dresses and jumpsuits in pinks, reds and black.

FOR HIM:

Jeans can be dressed up or down, and Performance wear isn't just for work.







## BIG NIGHT OUT

- Bold colors or sequins.
- Red/bold jumpsuits & dresses.
- New dress pant shapes paired with going out tops.

## SHARE YOUR LOOK

Snap a pic of your favorite outfit and send it to [ExpressFieldCommunications@express.com](mailto:ExpressFieldCommunications@express.com) with the subject - **Share Your Look**, and you may just see it posted on a new page coming to EXP EDU.



## GALENTINE'S DAY / DATE NIGHT

- Jean leggings
- Going out tops/Dressy tops
- Heels or booties
- Crossbody or belt bags

## GET THE LOOK

Suggest adding a belt bag or crossbody. Belt bags are an easy way to go "Hands Free" when she is going out.







## GET THE LOOK

Suggest adding a tie, watch or cufflinks to personalize a suit for Valentine's Day.



## GUY'S NIGHT OUT

- Hyper Stretch Jeans
- Printed Short Sleeve Shirt
- Chinos



## BIG NIGHT OUT

- Performance suits
- Patterned shirts
- Ties



## DATE NIGHT

- Performance suit pants
- Henley tees
- Chinos



NEW

**Hyper Stretch jeans**  
(our highest level of stretch)  
for total comfort.



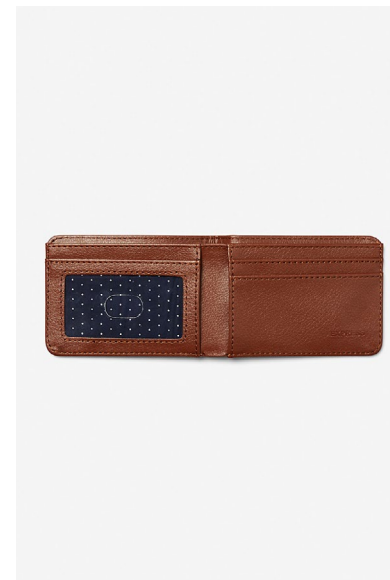
NEW

**Athletic Slim 365 Chino**  
Check the Product Knowledge  
page for more information.



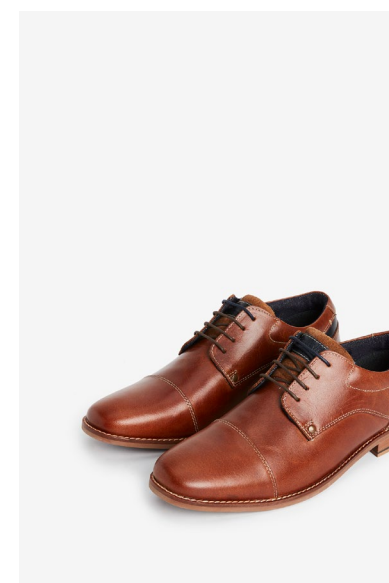
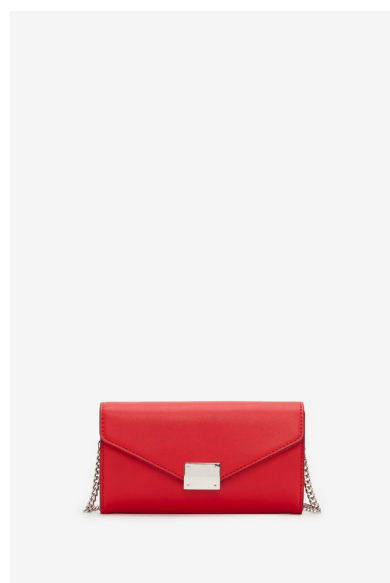


THE FRAGRANCE FOR VALENTINE'S DAY



## GIFTING

Women shop Valentine's Day gifts for themselves as well as their significant other. Suggest gifting accessories or if they aren't sure what they want, a gift card is easy and it fits perfectly in an Express wallet.  
(no size guessing required).







# 9 TO NIGHT

(casual style)

FOR HER:

Bold color is back – rainbow stripes and pops of color create a fresh and optimistic feel.

FOR HIM:

Utilitarian details, camo and neutral colors and street style-inspired fits make casual style for him that much cooler.





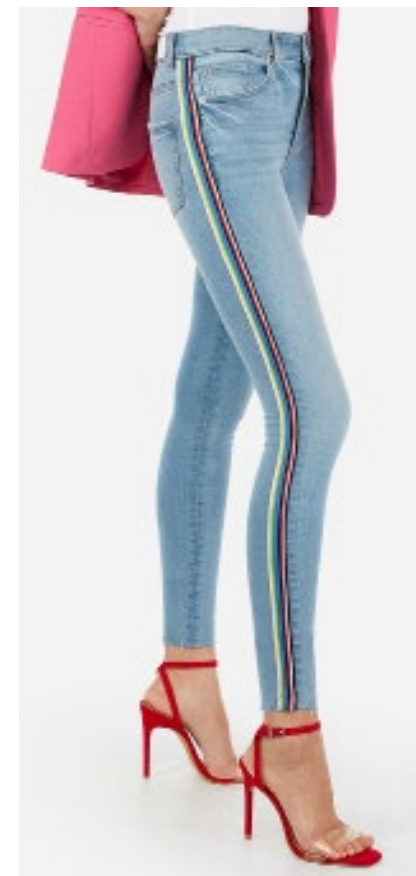
# DENIM PERFECT

DESIGNED TO FIT, FLEX & FLATTER



## RAINBOW BRIGHT

Most women are still most comfortable in jean leggings. But there must be a new reason to buy a pair. We are having success in side stripes, button fronts and new details that keep them relevant. Retro-inspired stripes and rainbow accents across sweaters, tees and jeans. Pairs well with Jeans Perfect jeans in new shapes.



TRY ON

If you're new or haven't tried on our new jeans, now's the time to do so. Pick out for your favorite pair of jeans and let customers know why you love them to use as a talking point.





YOSHI & PETER SUDARSO  
ACTORS. STUNTMEN. BROTHERS.  
@YOSHI\_SUDARSO



# BRAND THAT UNITES

S T R E E T . S P O R T . A R T . S T Y L E .

New yellow and olive colors, camo accents and refreshed graphics  
across street wear-inspired tees, hoodies and joggers.







## FLANNELS

The ultimate layering shirt for just about anything. Pair with jeans, chinos or joggers

## SHARE YOUR LOOK

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NEW

ATHLETIC SLIM Jeans

To find our more information, check out the Product knowledge page.

## GET THE LOOK

Suggest these as a **sleek** alternative to gym shoes or boots. Pair with jeans, joggers or Performance Suits.

