

The logo for EILEEN FISHER, consisting of the brand name in white, uppercase, sans-serif font centered within a solid black square.

EILEEN
FISHER

FALL 2018 COLLECTION

This season, we keep moving. Continuing the conversation from spring, we celebrate the moves women are making—in our clothes and in their lives, individually and collectively. We believe that when you step into each day with confidence, you're free to focus on what really matters. So we designed our Fall Collection to work for even more women, in even more ways. Because for us, what matters is our community—the women who inspire us to keep moving forward.

Independently we are strong, together we are a force. That's real power.

Welcome to Fall 2018.

ABOUT EILEEN FISHER

Power is a Movement

We hope to empower the voices of every day women to strive for change within their communities and the world. We want to hear what power means to them. For 30 years, we have worked to support women and girls through our Women-Owned Business Grant Program and the EILEEN FISHER Leadership Institute. We will continue to find ways to tell our story and connect with even more women who share our values.

Business is a Movement

We see ourselves as part of a larger community, which is why we commit every season to building a better industry--and better future. We're asking our customer to think about the little choices you make everyday. Even the smallest steps can turn into extraordinary leaps.

Circular is a Movement

We make clothes--and where those clothes end up is our responsibility. Through EILEEN FISHER Renew, our take-back and reuse program, we're taking back what we make to create a new generation of clothing and customers.



EILEEN FISHER

BRAND OVERVIEW

For over **30 years**, EILEEN FISHER has created **beautifully, simple clothes designed to move with real life**. Before both minimalism and sustainability became trends, Eileen had the vision of a company guided by a distinctive aesthetic and an ongoing commitment to **supporting women and making positive impact in the world**. In 1984, inspired by the lasting elegance and ease of the Japanese kimono, Eileen designed four simple shapes to debut at the boutique show. Three decades later, she has turned her initial \$350 into \$400 million (without ever engaging investors), with more than 60 stores worldwide. And most importantly, she's pioneered a **socially conscious, eco-minded company** while becoming an **icon** in the fashion industry for timeless design.

Today, EILEEN FISHER supports women through the collection, **simplifying life and inspiring women to express their personal style**, as well as through **social initiatives** such as the **Women's Business Grant Program**, created to empower women-owned businesses, and the one-of-a-kind circular design concept **Eileen Fisher Renew** and the **Activating Leadership Grant**, which funds programs that activate leadership qualities in women and girls. EILEEN FISHER is one of the largest women's fashion company to be a certified B Corporation, voluntarily meeting high criterion for social and environmental performance, accountability and transparency.

- Over 1,200 employees companywide
- 68 retail stores (to date) (61 US; 7 Global)
- Over 300 wholesale and specialty accounts
- Entire collection available at eileenfisher.com

Showrooms New York, Los Angeles, Dallas, Atlanta, Toronto

Recognition Certified B Corporation (2016)

25 Best Medium Companies to Work for in America, Great Place to Work (2004-2014)

Institute Inc. and Society for Human Resource Management (Since 2004)

New York Area's Largest Women-Owned Companies, Crain's (Since 2001)

Memberships Council of Fashion Designers of America, Fashion Group International, Ceres, Social Venture Network, Ethical Trading Initiative, American Sustainable Business Council, Textile Exchange, Social Accountability Institute

Social @EILEENFISHERNY (Facebook, Instagram, Pinterest, Twitter)

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EILEEN FISHER RENEW

Renew is the company's foray into circular design where each garment made is considered through its entire lifecycle. It imagines a new future for the industry. It's one bold step towards a future with zero waste. Renew, EILEEN FISHER's apparel take back program, was started in 2009. Customers bring back their old pieces, we find them another home—or turn them into entirely new designs. To date, we have taken back over 1 million garments in 3 main categories: Reworn (items from our take back program that have been cleaned and can be immediately resold), Renewed (clothes with minor flaws, made new again through dyeing or mending) and Remade (new designs, made from damaged garments through techniques such as felting and re-sewing). There are two recycling facilities: one in Irvington, NY and one in Seattle, WA.

The Renew collection is produced in the company's Tiny Factory in Irvington, NY. This is the company's first wholly owned production facility with 100% transparency on worker voice, happiness and production strategies.

VISION2020

EILEEN FISHER is taking a stand for sustainable business practices by announcing **VISION2020**, a bold plan detailing **the steps the brand will take** over the course of **the next several years** toward reaching its ambitious environmental and social goals. The plan outlines the steps the brand will take in eight important categories: **materials, chemistry, water, carbon, conscious business practices, fair wages & benefits, worker voice, and worker & community happiness.**

The brand plans to continue on its path toward fiber sustainability and is on track to reach two of their biggest fiber commitments, 100% organic linen and 100% organic cotton, by 2020. Additionally, the brand plans to use only wool from sheep that are humanely raised on **sustainable farms**, and **swap Tencel® for rayon**. To improve its use of color, the brand will be **continuing its partnership with bluesign® technologies** working toward **responsible chemical, water, and energy usage**. By the year 2020, **roughly 30%** of all EILEEN FISHER items will be **bluesign® certified**. Further, the brand plans to **reach out to other fashion labels to create demand for responsible dyes** in an attempt to **establish a new industry norm**. To reverse the global resource consumption trend, the brand is pledging to **use less water, emitting less carbon, and producing less fabric waste**, as well as **investing in alternative energy**. In 2020, EILEEN FISHER, Inc. pledges that its **US operations won't just be carbon neutral—they'll be carbon positive.**

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SUSTAINABILITY FALL 2018

Currently, 66% of projected units are made with eco-preferred materials – a record for the company. This is the highest percentage we have seen for a fall season so far! We are up +19% when compared to Fall 2017, which came in at 47%, contributing to an overall increase in the use of eco-preferred materials.

FALL 2018 ECO PROJECTION

66% of projected units are made with Eco-Preferred materials
96% of cotton fiber is Organic Cotton and 3% is Recycled
92% of linen fiber is Organic Linen
42% of wool meets the Responsible Wool Standard [RWS]
29% of projected units will be Made in USA

WEAR IT FORWARD

Several pieces in the Fall 2018 Collection are made from recycled and reclaimed materials. We are introducing two knits that get their chambray color from recycled denim yarn scraps. We blend in organic cotton and Refibra® Tencel®, a new fiber made with pulp sourced from wood and pre-consumer recycled cotton – all part of our commitment to reduce textile waste. We're also moving toward zero waste with three reclaimed hemp organic cotton sweaters that are spun with cutting room scraps. Progress never looked so good.

SEWN IN THE USA

Our kimono jacket and tunic with oversized pockets in washable stretch crepe are both sewn in NYC. The slouchier jean jacket for the season in organic cotton stretch denim is sewn in L.A., and our jumpsuit in a new ribbed Tencel® knit is sewn in NYC.

SEASONAL STYLES

Pieces so versatile, we rely on them month after month. This fall, we're introducing seasonal styles. We believe so strongly in their value and their versatility that they will be treated like System pieces that always have longevity. We believe in wearing what you love and living with it longer, which means thinking beyond the moment. Our seasonal styles do just that.

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THE FUTURE IS FEMALE



If there's a sentiment we can get behind, it's the future is female. Celebrating this concept, our capsule collection this season features a special pattern that captures "the future is female" text in Morse code. The EILEEN FISHER design team was inspired by the way people have historically coded messages into fabrics, and chose to work with Morse code—writing out "the future is female" in dots and dashes to create a subtle, subversive statement a woman could make to the world. The Morse code collection by EILEEN FISHER symbolizes our intent to "re-code" the cultural conversation to include the voices of women—past, present and future. More than a message, it's a promise to ourselves, our sisters and our daughters to speak up and make our voices heard.

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JULY

YOUR LIFE. YOUR STYLE. DEFINE IT.



It's the height of summer, and the mood is relaxed, bohemian and carefree. We're showcasing a more eclectic way of getting dressed that mixes casual and go-to-work elements. And we're reinventing our core materials through new and unexpected shapes, bold colors and details. These laid-back looks feature a new mix of texture and proportions. The fabrics are light enough for summer, and every piece — including the tie pant in Tencel® linen, or the organic cotton poncho made at a woman-owned factory in India — has a sustainability story. From long slip dresses and jumpsuits to our classic kimono and skirt pants, the silhouettes for the season are decidedly modern.

SHOES

Oxfords, sneakers, heels—what sets our shoes apart is that they're made to move. Work. Play. A sneaker with a dress, a heel with a jean. The right shoe shifts the mood—and lets you step out with confidence.



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THE AUGUST EDITS



This month's edit features 7 trend-forward pieces that make a statement—and offer an eclectic way of dressing that we think give the collection a new energy. Together or apart, they're the MVPs of your fall closet. Silhouettes are relaxed with a modern cut. Whether it is the tweedy kimono inspired by menswear fabrics or the classic moto jacket in leather, these staples have all been infused with the signature EILEEN FISHER minimal edge. Their versatility is ideal for this transitional moment.

The Cami

The Boyfriend Blazer

The Moto Jacket

The Tweedy Kimono

The Denim Shirt

The Morse Code Kimono

The Cashmere Box-Top

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SEPTEMBER WE KEEP MOVING



We kick off the true start of the season with bold outerwear. It starts with shape—the drop of the shoulder, the softness of the collar, the subtle details that let you move differently. And then of course there’s fabric. We think a lot about ours. The denim is sustainable, the nylon recycled. Our suede moves like silk, our alpaca is soft and light—warmth without weight.

Perfect outerwear is just the beginning. Slouchy knits, silk charmeuse blouses, pencil skirts and beautiful blazers are some of the gorgeous pieces that are part of this month’s collection. Pieces are done in a curated selection of bold colors and combinations—orangey reds with nutmeg brown, raisonette purple with midnight navy – shades that nod to the 70’s – feel modern and new for us as they are reinterpreted into the new fall staples.

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OCTOBER LIVING FOR THE MOMENT

This is the moment for getting cozy in luxe autumnal styles. We reward the senses with luxurious knits and velvets in a deep turquoise we call "pine" and dark greys contrasted with cashmeres in crisp ivory. We continue to utilize recycled cashmere from the finest mills in Italy. With juxtaposed proportions skewing from the body conscious to the oversized, October looks as fantastic as it feels.

We continue with strong outerwear. This month's coats in alpaca jacquard and oxidized wool jacquard are beautifully knit with patterns that are pure EILEEN FISHER. They're perfect with velvet and merino. Our winter kimono coat, with its dramatic lines and cozy shawl collar, reinvents the down coat. It offers an elegant new look for our recycled nylon, some of which is reclaimed from discarded fishing nets, an ocean hazard.



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THE SYSTEM



THE SAME 8 PIECES. MORE POSSIBILITIES.

Build a wardrobe that simply *works*. Fewer pieces, more possibilities. The System is where we begin with our wardrobe. We've given Eileen's system of dressing renewed focus, offering essential pieces to mix, match and build on—season after season, year after year. This collection is born from the belief that when you have the right pieces, you can create more with less—and build a wardrobe that simply works.