

[Holiday point of view statements and collateral for Lucky Brand Jeans]



[Option One]

The word on the street (*or at Lucky*) this season is, “vintage.” But not your grandparents tired old clothing—vintage with a modern twist and silhouette; vintage that speaks loud and clear to the here and now! Think 60’s hippie meets 70’s disco, with a hint of bad boy 80’s glam rock thrown in for good measure. Then add some up-to-the-minute **LUCKY** charm to take it from past to present. The result? Quintessential modern classics that not only look and feel amazing, they’re fantastically versatile, too—from casual chic, to party perfect and everything in between.

Tis the season to look better than ever and with a little **LUCK** back in time you can!



[Option Two]

Tis the season to visit the fashion ghosts of Holidays past:

We started with the laid back stylings of the 60s, added some glitz from a trip to the 70s and a touch of glam rock from the 80s made us think twice. The result? A contemporary yet retro chic vintage inspired collection fit for holidays present *and* future. Old school cool never looked this good! One of a kind pieces stand out in a crowd, while key, versatile mix and match items—from casual chic to party perfect—promise to surprise and delight. Snuggle roasting chestnuts by an open fire in our vintage inspired, yet modern must have thermals, sweaters, cardies and flannels, or get your groove on with fun and unique dresses, tops, jackets and coats. Whether layering for when Jack Frost nips at your nose, or dressing to impress... with a little help from **Lucky Brand**; (and our ghostly trip down memory lane) you’ll be wearing the holiday spirit.