



# INSEAM



# EXPRESS

VOLUME 4 | ISSUE 7 | SEPTEMBER 2017





04

what's now

07

big idea- dressy trend

10

dual big ideas & trends

22

q3 top 15





# WHAT'S NOW:

## SEPTEMBER CUSTOMER MINDSET

### labor day monday september 4

This day calls for a celebration! Labor Day is all about honoring the achievements and contributions of American workers. Many celebrate by having cook-outs, relaxing, and enjoying the end of summer. Make sure our girl and guy check out all the newness for the holiday!

### rosh hashana wednesday september 20-22

Rosh Hashana is the Jewish New Year. For two days, there are numerous traditions and festivities taking place to bring in the new year. One tradition includes wearing new clothes! Let's help our customers celebrate by finding the perfect new outfit for the new year!

### did we miss anything?

Maybe there's a huge baseball game in your city, or a local festival that everyone's excited about! Tell us what's on your customer's mind this month.

---



---



---



---



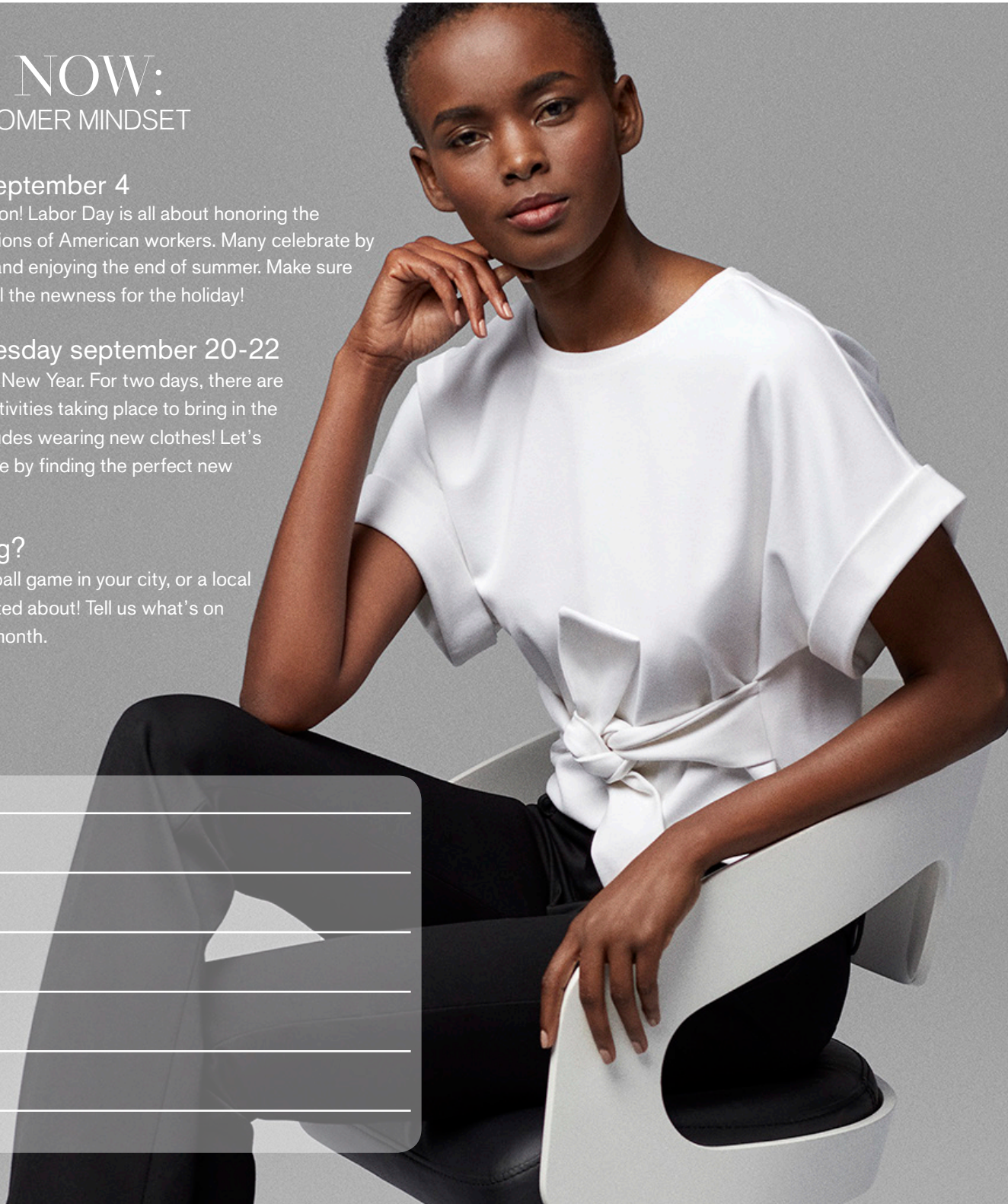
---

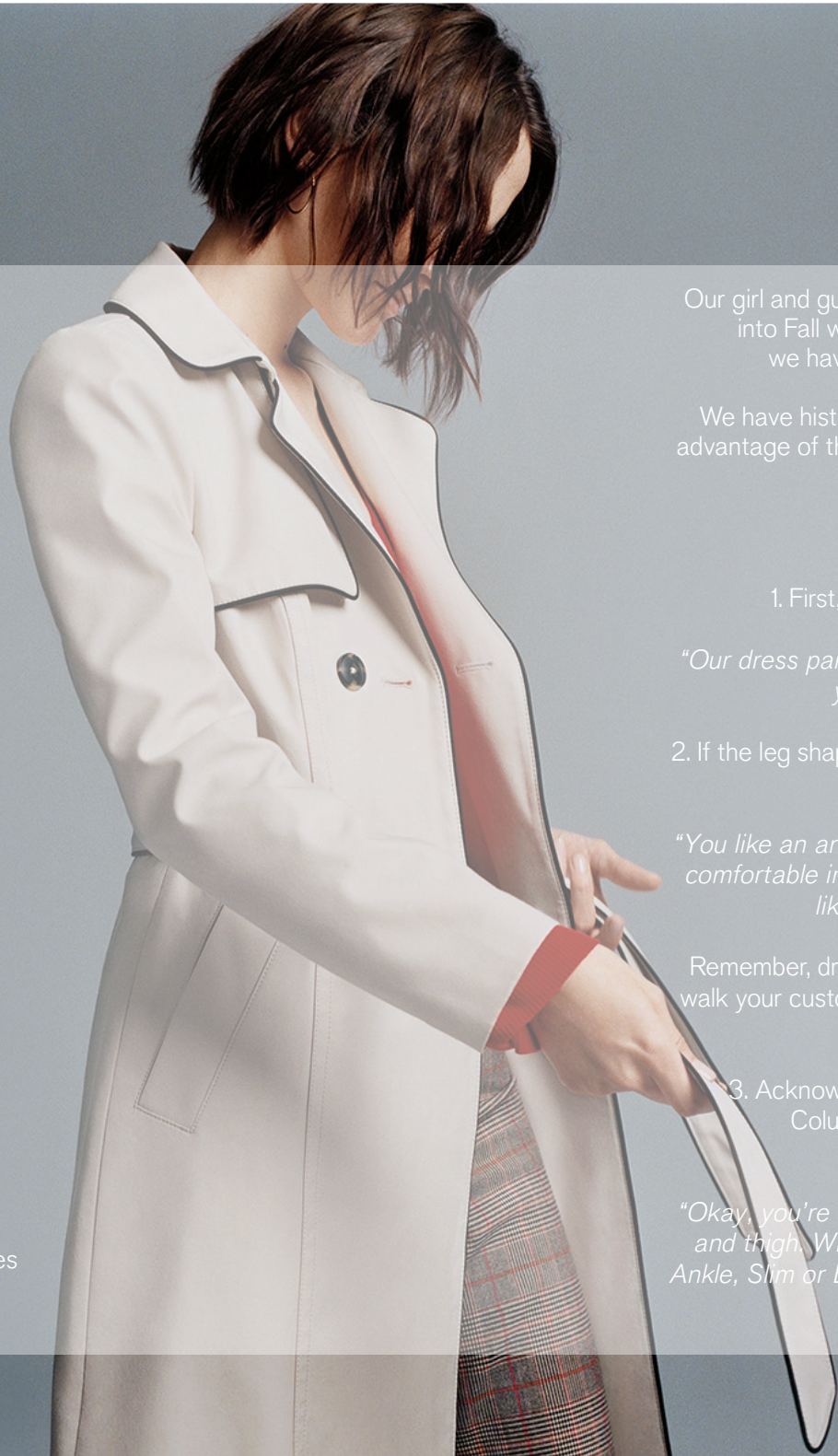


---



---





# BIG IDEAS

## THE WAY YOU WORK IT

Our girl and guy are ready to refresh their Wear to Work wardrobe and jump into Fall with some new dressy threads. No matter the profession, we have the product to keep our customers fashion forward.

We have historically sold the most units of pants in September. Let's take advantage of the increase and offer our customers the perfect pant for work.

### HOW TO FIND HER FIT

1. First, speak to how she prefers the leg of her pants to fit.

*"Our dress pants are offered in a variety of different leg shapes. How do you prefer your pants to fit through the leg?"*

2. If the leg shape she prefers is available in more than one rise or fit, uncover which rise and overall fit she prefers.

*"You like an ankle pant, great! Is there a particular rise that you feel most comfortable in? Midrise, perfect. It's very flattering. Lastly, how do you like your pants to fit through the hip and thigh?"*

Remember, dressy pants are now organized by leg shape. You will want to walk your customer over to the area designated for that leg shape and help her narrow down her search.

3. Acknowledge the customer who is on the search for her Editor or Columnist and then transition the conversation to the overall fit and available leg shape.

*"Okay, you're a Columnist fan so you prefer an overall fit through the hip and thigh. What about fit through the leg? Do you prefer a Slim Flare, Ankle, Slim or Barely Boot? I also have to introduce you to our brand new Skinny, you will love the way it fits!"*

Refer to the new Fit Guide Keycards for more details around sizing, fits, and styles for everything dressy.



# WOMEN'S PANTS

Inspired by menswear trends, the current collection of women's pants are centered around fashion suiting and novelty ankles.

## COMING SOON

### A NEW DRESSY FIT: PUBLICIST!

We've listened to customer feedback and developed a new fit for the girl who's a little fuller in the hip and thigh. The girl who has been requesting this will now be able to look and feel her best in the Online Exclusive Publicist dress pants, available in October 2017.



Columnist

Fitted through hip and thigh

Available in Stores + Online



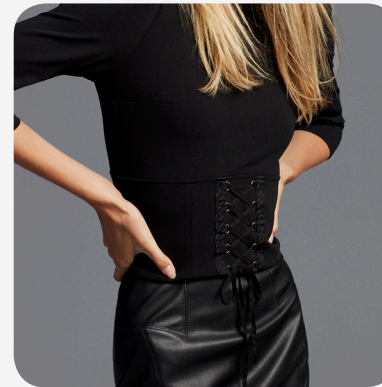
Editor

Straight through hip and thigh

Available in Small Store Assortment + Online

Publicist  
Fuller through hip and thigh  
Available Online

# WOMEN'S SKIRTS & SUITS



September is the key month for suiting! For the girl who wants to add a little fashion at work but doesn't want to look so buttoned up, check out some great new styles in WTW Fashion, including corsets, mesh, and leather!

## NEW SUIT ALERT

Looking for a Fall colored suit to bring in the new season? Check out this Pintuck-Maroon! We also have the new ATK pencil skirt in black and conan to complete the perfect fall suit!



Want to put more "casual" in your business casual look? Throw on a boyfriend jacket or try some fashion sneakers with your WTW suit.



## WOMEN'S DRESSES

New colors and fabrications are popping up in the world of dresses. Trapeze, long sleeve elastic waist, and balloon sleeve shift dresses are big items built on multiple choices for our girl this Fall. Let's make our business girl feel fashion forward with all these new attributes!



## MEN'S SUITS

Can't leave our guy out – We're offering him a new light blue performance slim suit! This has the same fabrication as our extra slim performance black suit. For extra comfort, this fabric is bi-stretch and has stretch lining. For the guy who's not into the slim fit, this will also come in classic (producer) and extra slim (innovator) online.





WHAT TO WE AR TO WORK





# WHAT TO WEAR TO WORK

You'll notice that September's floorset is all about red accents. So, while you're dressing your girl and guy, try to give them a statement piece to show off their personality. We have some great layering pieces that can be mixed and matched with suits, skirts, and even jeans.

## BLAZERS

Can be dressed up or down, definitely an essential in every closet.



## COATS & JACKETS

Stay fashion forward with a leather jacket or a new trench coat.



## DRESSY WOVENS

Whether you're layering within a suit, or just wearing it by itself, the perfect dressy top can dress up any look!





# TRENDS

## OVERSIZED

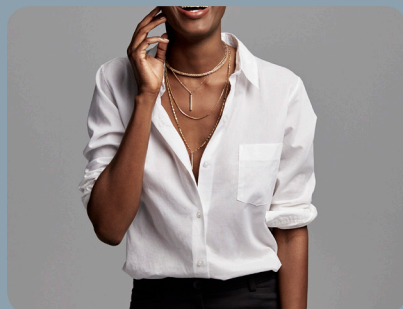
We're seeing a lot of oversized styles on the runway! We had such great success with our Online Exclusive Plaid Tunics last year, we're bringing them back for the entire chain! The body lace up plaid shirts and bell sleeve plaid shirts are the newest updates in casual wovens.

The sweatshirt was our lounge test winner! Inspired by bloggers' streetwear, the tie sleeve off the shoulder and cold shoulder ruffle sweatshirts are continuations of trends we know our girl loves!



## MENSWEAR

Cotton ideas and menswear inspired blouses are popping up everywhere!



## 90'S INSPIRED

Our casual girl is looking for those easy items that girls are wearing in their everyday life. Show up in the 90's inspired button front and shoulder ruching dresses this Fall for a cute and comfortable look. Pair it with fashion sneakers or over the knee boots.



## VELVET

"What is that, velvet?!"

This classic Eddie Murphy line from Coming to America can be said in the Party section of Express as well! We're highlighting velvet in a new cami, lace bodysuit, jumpsuit and dresses.



For Fall, our party dresses are highlighting novelty fabrication such as velvet, point d'esprit and mesh.

# TRENDS

Camo is still a top seller in Men's, and with the focus of black and gray pieces last month, we're mixing in camo perfectly. He's got camo choices in graphic tees, henleys, sweaters, and jackets.



For the guy who's new to camo, get him in a pair of slim fit black denim and layer a camo graphic with a simple sweater.

It's subtle, just like camouflage is supposed to be!

## WOMEN'S ACCESSORIES

Women's top accessories for September



fishnet socks



crossbody bags



layering necklaces



booties



pearl jewelry

## MEN'S ACCESSORIES

Men's top accessories for September



floral ties



watches



socks



baseball hats

## WATCHES

### Material

Watch bands are made of genuine leather, nylon, ionic plated alloy or silicone. The case back is stainless steel, while the watch case and bracelet may be either stainless steel or alloy.

### Link Removal

Suggest for the customer to go to nearest jewelry store. Most will remove free of charge or for a very low price.

### Water Resistance

All watch mechanics are water resistant up to 99 feet. However due to materials, they should not be worn while bathing or swimming.

### Warranty

All express watches are nickel free, hypoallergenic and lead free. G-SHOCK: Please call customer service with any questions 1-800-267-1294 or refer to Casio website.

### Returns

Express watches will carry a two year warranty. Warranty booklet is included with the purchase. G-SHOCK: one year limited warranty parts and labor.



## GOING OUT

We haven't seen going out shirts highlighted in floorset since March. We're introducing a popular iridescent dot in multiple colors, florals and geo patterns. If these shirts look familiar, it's because they were the top selling short sleeve dot fabrication from Summer '17, and now they're available in darker florals and long sleeves for the Fall.

He can also go out in one of our two new key item plaid/checks and denim softwash shirts. Pair them both with his favorite slim fit jeans, for a night on the town!

# DENIM

Introducing two new Midrise Skinny Cuff Crops that are great transitional jeans heading into Fall! It's getting cold, so these jeans give her the destroyed look without the big holes!

New washes are available this Fall. Inspired by European fashions, we have taken the new wash idea and combined it with our technology fabric to create newness in Men's Denim.

Our rinse in Slim drives a lot of sales, so we're excited to get this known wash into the Skinny Fit as well!

We've been talking about 4-way stretch, 365 comfort, and Repreve technology all year, and our washed black jean in Slim Straight layers bring all of that and more!

Complete this outfit with our Express booties and a moto jacket.



You probably noticed that in September floorset, there are extended sizes now available in Men's Casual Pants and Denim. This is HUGE for the guy who's been buying online or the one who doesn't know we sell his size. Get him in a fitting room ASAP!





# Q3 TOP 15

The Top 15 are the must-win items of the season! Offered in the largest assortment of colors and sizes, they are perfect for building outfits and make fabulous gifts.

To dive further into the Top 15 (sizing, online exclusives, fit, etc.) partner with your store's Stylist or SLT member.



1 Jean Leggings



2 Barely Boot Pant



3 Portofino Shirt



4 Circle Hem Sweater



5 Sweatshirts



11MX Shirt



2 Core Novelty Suits



3 Denim-Slim



4 Long Sleeve Pattern Shirts



5 Graphic Tee



6 Barely Boot Denim



7 Ankle Pant



8 Rolled Sleeve Top



9 London Tee



10 Leggings



6 Cotton Blend Suits



7 Wool Suits



8 Soft Wash Shirts



9 Dress Pants- Skinny



10 Chinos



11 Skinny Jeans



12 Casual Tee



13 Graphic Tee



14 Casual Bodysuits



15 The City Shirt by Express



11 Classic Jeans



12 Dress Pants-Slim



13 Lion Pique Polo



14 Skinny Jeans



15 Pattern Performance Shirt





# EXPRESS

By accepting Express Inseam, you understand and agree that this guide contains confidential and proprietary information of Express, which is only to be used in connection with the conduct of the Express business and is not to be disclosed to any individual, person or company who is not employed by Express or its affiliates or subsidiaries and that any unauthorized disclosure is prohibited.

You will be required to return these materials, or otherwise account for them to the satisfaction of your employer, upon request or upon termination of your employment.