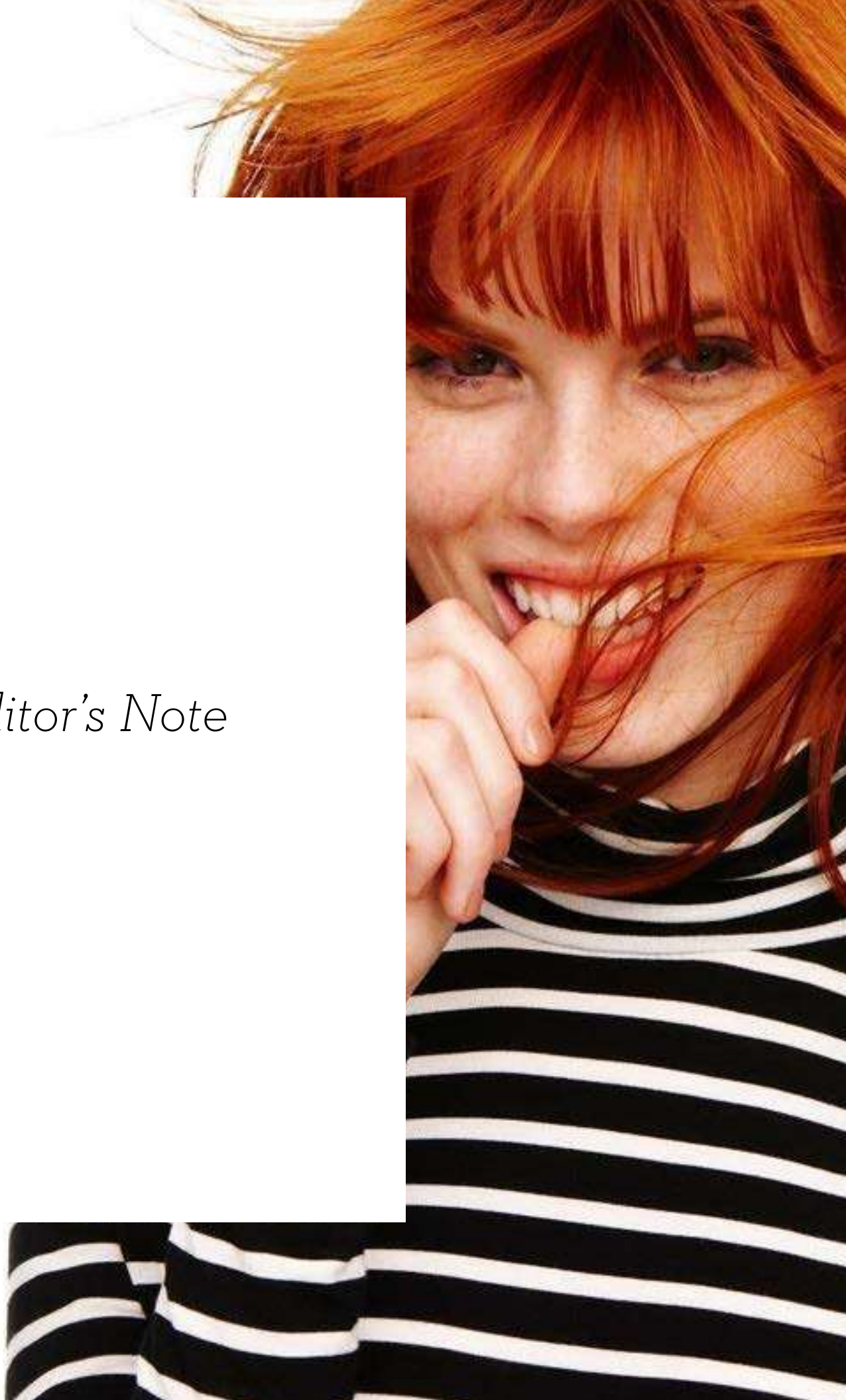


# **fall** **<sup>IN</sup> Love**



**OLD NAVY**

*Editor's Note*





# **FALL 2014**

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A man is shown from the chest up, wearing a dark navy blue jacket over a denim shirt, a teal sweater, and a plaid shirt. He has a light beard and is smiling slightly. The background is plain white.

*10 FIND*  
*to*

A woman with blonde hair, smiling, wearing a bright orange long-sleeved sweater over a white shirt. She is holding a red leather bag with a black strap and a tan leather bag with a black strap. A white bag is visible in the background. The text "S" and "o fall for" is overlaid on the image.

*S*  
*o fall for*

WOMENS & MENS

*T*

his fall, let's introduce women to their perfect match — 10 of them to be exact. As we transition into fall, we'll win her over with these attention-grabbing styles at prices that will make her heart beat, too. She'll love our flirty skirt paired with ankle booties for a late-summer picnic, or an oversized Boyfriend shirt with Rockstar jeans for a cozy afternoon date.

*Left to Right*  
The Slouchy Bag  
The Harry Sweater  
The Flirty Skirt  
The Fit and Flare Dress  
The Long-Sleeve Relaxed Slub Tee  
The Boyfriend Shirt  
The Rockstar in grey  
The Dixie Pant  
The Ankle bootie  
The Smoking Flat



M

en will have 10 items to make them feel the love this season, too. As the weather cools, we'll warm his heart with our charming collection of slimmer bottoms and textured tops. A sporty anorak, baseball cap, and mid-top sneakers help complete the look, so he's ready to hit the streets for a day of fall fun.

**HIP TIP**

*An anorak was originally made of fur and worn in the Arctic. Now this hip-length jacket, usually with a hood, can be worn for all kinds of outdoor fun.*

*Top Left to Bottom Right*  
The Anorak  
The Fleece Crew  
The Slim Khaki  
The Plaid Button-Front  
The Long-Sleeve Henley  
The Skinny Jean  
The Textured Sweater  
The Baseball Cap  
The Slim Fleece Pant  
The Mid Top Sneaker





# *fall* ESSENTIALS





KIDS & BABY



*B*ack to school means back to cool, and we've got styles to help them hit the looks. Bold colors and fun graphics are a perfect match for all the bright futures ahead. Boys will rule the school in graphic tees and camo sneaks, and girls can show off their school and style smarts in our sparkly logo hoodie. With such great deals, kids won't leave the store empty-handed — and Mom can leave without emptying her wallet!

## SPREAD THE LOVE!

Let our Mom customers know you're here to help. Whether it's finding the right school uniform or selecting stylish accessories, you've got her back – so her kids can get back to school in style. Ask your manager for a Product Love Guide for sizing charts.

### *This Page*

Boys Skinny Jeans  
Boys Logo Hoodie  
Boys Graphic Tee  
Boys Authentic Cargos  
Boys Long-Sleeve Thermal Top  
Boys Backpack

### *Opposite Page*

Girls Backpack  
Girls Graphic Tees  
Girls Leggings  
Girls Jeggings  
Girls Logo Hoodie





**B**aby's fall fashions are an irresistible mix of bold colors — deep burgundy and red, pink and navy, pops of yellow — plus pretty florals, daring plaids, and soft animal prints.

Baby boy will stand out in plaid, with mini men's details like chambray and roll sleeves. Put together with a logo hoodie and our fashion bottoms, this classic look gets updated to back-to-preschool cool.

Baby girl will win hearts in fashion graphic tops, an adorable assortment of printed bottoms, and our favorite anorak made fresh with new prints and patterns.



Left Column to Right Column  
 Toddler Girl Graphic Top  
 Toddler Girl Pullover Top  
 Toddler Girl Hooded Anorak  
 Toddler Girl Printed Pull-on Jeggings  
 Toddler Boy Skinny Khakis  
 Toddler Boy Plaid Shirts  
 Toddler Boy Denim Shirts  
 Toddler Boy Plaid Button-Front  
 Toddler Boy Famous Jeans  
 Toddler Boy Logo Hoodie



**SPREAD THE LOVE!**

*Tell your customer about slub! Slub is a lightweight knit with short horizontal lines of texture running through the fabric. Check out the "Rebel" tee for an example.*

# *tee party*



We're head over heels for our tees and we want to celebrate! Everyone's invited to Old Navy's tee party. Whether it's our relaxed Slub Tee reinvented as a long-sleeve, or the unbelievably soft Perfect Tee, vee, or crew — we have tees for all this fall.





# *URBAN* **CHIC**

We're taking the first step into the fleece streetwear game, and trust us — these aren't your gym class sweats. Our new Street Fleece collection offers slim, slouchy, and stylish fleece pants that you can wear dressed-up or dressed-down all over town. We love this look paired with neutral, marled sweaters, and tees and graphics with hints of cobalt. Add an oversized studded bag or leopard-print flats for comfy, effortless chic.

*Clockwise From Top Left*

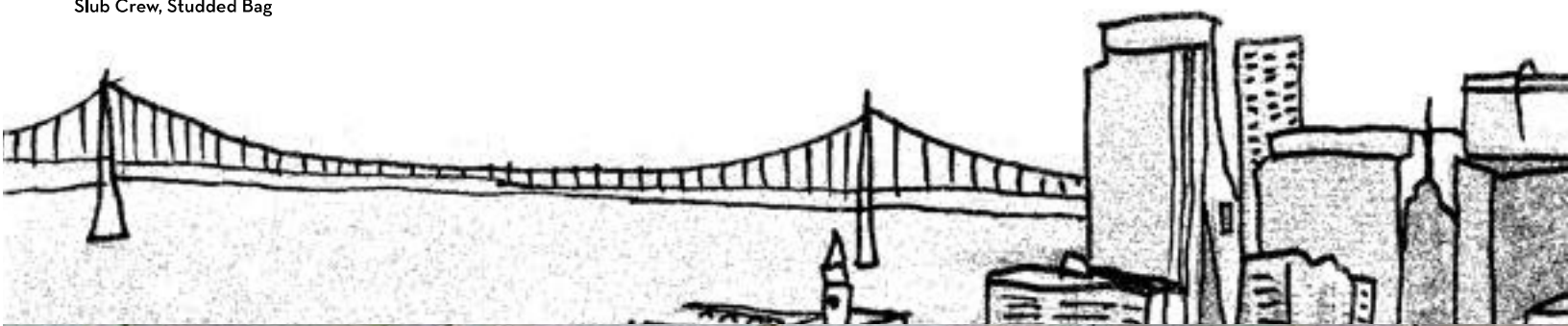
Short-Sleeve Graphics, Dolphin Hem

Skirt, Hooded Denim Jacket, Slip-on

Sneaker, Street Fleece pants, Cross-body

Bag, Baseball Cap , Graphic Tank Relaxed

Slub Crew, Studded Bag





SPREAD THE LOVE!

*The Pixie pant features two-way stretch fabric. The extra stretch allows the fabric to move and bend, for a universally flattering fit for all body shapes.*



seven days  
— of —  
PIXIE

Fall introduces a new take on the Pixie pant, inspired by graphic and geometric prints, like houndstooth and double diamonds. In fact, the Pixie is so flattering that our very own women's merchandiser, Lauren Christ, swears you can wear them seven days a week.

We're crushing on the saturated color palette — wine, berry, and teal — that perfectly complements our core neutrals. Pair the Pixie with a Relaxed Slub Tee or a crisp white Boyfriend shirt (don't forget the casual sneaks for the weekend!). So many great Pixie styles — we dare you not to wear them all week!








# SLIM STYLE

Old Navy's got the skinny on this season's trend of slimmed-down bottoms. From khakis to jeans, men's designer Labin Novakov shows our soon-to-be-loved variety of new slim, skinny, and tapered styles in an assortment of colors and washes.

Clockwise from Top Left: Street Fleece Pant, Mid Top Sneaker / Indigo Button-Front Shirt, Anorak, Skinny Khaki, Printed Sock, Mid Top Sneaker / Textured Indigo Button-Front Shirt, Anorak, Skinny Khaki, Rugby Stripe Sock, Mid Top Sneaker / Wool Baseball Cap, Classic Tee, Varsity Jacket, Tapered Denim, Marled Sock / Long-Sleeve Slim Poplin Shirt, Slim Chino / Wool Baseball Hat, Long-Sleeve Chambray Shirt, Textured Fleece Crew, Skinny Denim, Stripe Sock, Mid Top Sneaker / Slim Heather Poplin, Anorak, Slim Jeans, Multi Stripe Sock, Lace Up Sneaker





From space dyes to fabric neps, slubs to end-on-ends [note: will employees be familiar with these words?], the spotlight is on texture this season. We've added texture in numerous styles, silhouettes & colors, which is a sure-fire way to make any fall wardrobe Instagram-ready!

# #TIME FOR TEXTURE



273  
posts

84k  
followers

171  
following

✓ Following

oldnavy

Fashion for the people. Welcome to our world.

[www.oldnavy.com](http://www.oldnavy.com)



#WCW : Woven Crush Wednesday



@NickON styling and profiling. #NY



Kickin' back at the office. #popsock



NY > SF.....Perfect #fleeccecrew for a trip to ON HQ!



Sock it to me! #stripesonstripes



Monday #blues - which shirt to choose?



FALLing for these #henleys



Backpacks, #trendalert



Too many tees, too little time!  
#graphicsfordays

# NEW VARI

Let's hit the halls this fall! This season, we embrace American collegiate style, but cool it up in a way that only Old Navy can. These prints, colors, and fabrics might be classic, but how you mix it up doesn't have to be!



# **RSITY** **BLUES**







Rugby stripes, plaids, and graphics bring our Varsity collection for Men and Boys to the head of the class. As the weather cools, he'll stay warm – and ahead of the curve – in a varsity jacket and vintage-inspired jeans. Throw on some sneakers for extra credit!



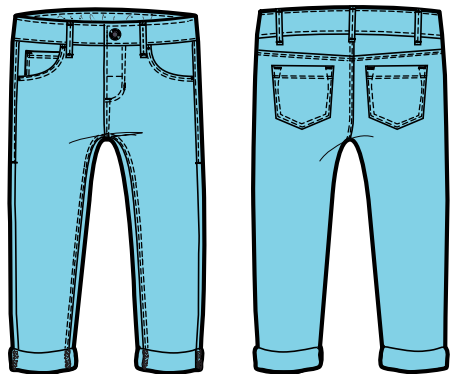


*This season, we're hot for dots, mad for plaids, sweet on stripes. These staples of the American Style collection for Women and Girls ground a well-rounded crop of fall must-haves. Paired with the newest denim washes and a printed tote, she'll sail through the season with flying colors.*

*The perfect fit,  
by any jeans  
necessary.*

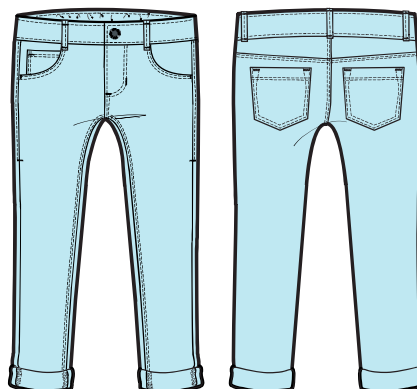
# *FRESH* fall **FITS**

## ***BABY*** BOYFRIEND JEAN



The Baby Boyfriend debuted last year, and now we want to bring it back in a bigger way! This is a trend that you will continue to see in the market and in our own stores throughout Adults and Kids. The style features a baggier fit in the thigh, and adorable, easy prints.

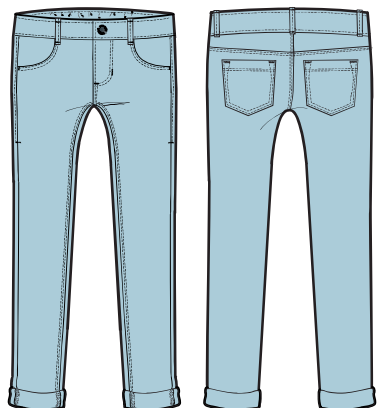
## ***BABY*** STRAIGHT CUFF JEAN



A completely new style for us, we're excited to introduce the Baby straight cuff jean. This fit provides a little more room for those plump baby legs, with a straight opening at the ankle. The cuff bottom and 5-pocket denim styling make this pant fashionable and functional.

# WOMEN'S

## STRAIGHT FIT JEAN



This season, we introduce the Straight fit. Looser on the leg than our Skinny, but not quite as wide as the Boot-Cut, our newcomer sits stylishly right in the middle.

# MEN'S

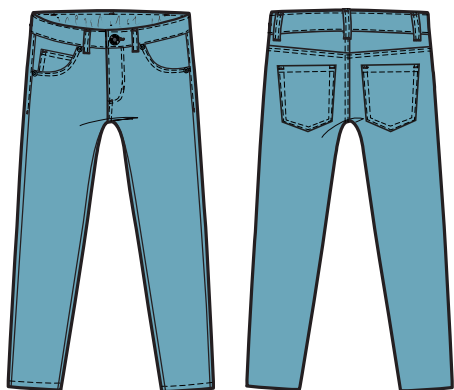
## TAPERED JEAN



Meet the newest addition to men's denim: the Tapered fit. This on-trend fit sits in between Regular and Slim. It wears like a Regular at the waist, then tapers down to a Slim leg opening.

# BOYS'

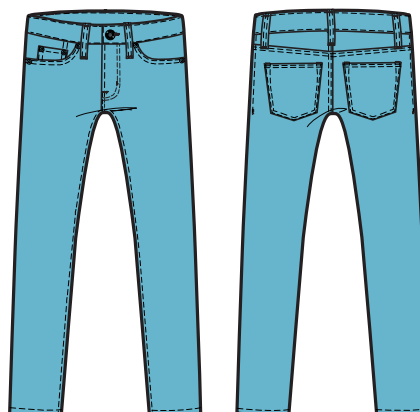
## TAPERED JEAN



The Boys' tapered jean is the latest in the evolution of our denim fits. It's Straight meets Skinny: straight fit at the waist that tapers to a skinny on the bottom.

# MEN'S

## SKINNY JEAN



This fall, men's fashion denim hits all stores with the Skinny fit. Slimmer than our Slim, the Skinny is the season's go-to denim fit with additional stretch for comfort.



# fall FLORALS

We've fallen in love with florals for Girls and Baby Girls. This season's collection blooms with a range of fun, saturated ditsy prints, and pretty, feminine, oversized florals.

A hint of print, or some playful print mixing (floral with plaid, or floral on floral!), adds pop to any ordinary outfit. With such endless possibilities, every girl can show off her blossoming style.



#### HIP TIP

*When mixing prints, it's key to use different scales of print to give the outfit dimension. Pair a bold floral pant with a ditsy floral shoe for some eye-catching options.*





## — *baby LOVE* —

Old Navy's Dressy collection has been a customer favorite year-over-year. But this fall, it's getting an elevated makeover, giving our little ones something to roar about.

The Toddler Girl collection showcases our leopard print in soft browns and greys, while versatile neutrals offer new mini-me styles like long-sleeve chiffon tops and flowy pintuck dresses.



*SPREAD THE LOVE!*

*Chances are you'll have customers looking for the perfect soft, sweet, baby gift. Introduce this gift-giving customer to an adult department so they can get something for themselves too. It will keep them coming back to Old Navy.*

*Left to Right  
Flower Hat, Sweater Mittens, T-Strap Ballet, Comfy Capalet,  
Flowy Pintuck Dress, Long-Sleeve MIA Graphic, Sparkle Pull-  
On Jegging, Ponte Leopard Dress*

