

# ARROW

USA • 1851

## THE MARKET

Since the 1800s the ARROW brand has consistently symbolized authentic American fashion. From its first use in 1885 ARROW has evolved from a domestic brand into an international brand that is now licensed in over 100 countries. Cluett, Peabody & Co. Inc., owner of the ARROW brand, is the successor to a collar manufacturer that began operating out of a one-room workshop in Troy, New York, in 1851. With a broad assortment of superior-quality men's, women's, and children's apparel and accessories targeted to the updated classic consumer, ARROW remains true to its deep heritage and draws inspiration from the past to create a modern, appealing look.



## ACHIEVEMENTS

ARROW commands extraordinary brand recognition for fashionable yet functional apparel. As the number-three best-selling men's woven sport shirt in U.S. department and chain stores in 2012, ARROW shirts are known for quality, American style and sophistication, and innovation. In 2013 the ARROW brand was featured in the Ivy Style exhibition at The Museum at FIT — Fashion Institute of Technology — and the associated publication *Ivy Style*.

## HISTORY

In the 1820s, from her home in Troy, New York, Mrs. Hannah Montague created the first detachable shirt collar. As the popularity of the

detachable collar increased over the course of the first half of the 19th century, many companies in Troy began manufacturing and selling collars as well. In 1885, one such company adopted the ARROW trademark in connection with its products. This company went through a series of mergers and name changes, eventually becoming known as Cluett, Peabody & Co. in the late 1890s. In 1905 Cluett, Peabody & Co. began an advertising campaign that featured a stylish young man wearing an ARROW shirt. This character later became known as the "Arrow Collar Man." The advertisements were illustrated by J. C. Leyendecker, a well-known commercial artist who also created cover art for *The Saturday Evening Post*. The campaign was a huge success. The fictional "Arrow Collar Man" character became an American icon and, at the height of

his popularity, received more than 17,000 fan letters a day. The "Arrow Collar Man" inspired the Broadway musical *Helen of Troy, New York* in 1923, and President Theodore Roosevelt is noted to have referred to him as a "superb portrait" of the "common man."

The "Arrow Collar Man" generated so much demand for ARROW detachable collars that Cluett, Peabody & Co. expanded its line in 1918 to include approximately 400 different styles. However, during World War I, soldiers became accustomed to their collared uniform shirts, thus causing the detachable collar to lose popularity by the late 1920s. In response to an increased demand for attached collars, ARROW introduced the "Trump" shirt in the late 1920s, and within several years had introduced collared dress shirts in colors and stripes. At this time, Cluett, Peabody & Co. became known for its "Sanforized" shirts — shirts that were treated with a patented process to relax the yarns in the fabric and prevent the shirt from shrinking. Throughout the years, ARROW has continued to respond to shifting fashion trends. As the white-shirted stability of the 1950s gave way to the turbulent 1960s, the ARROW collection was expanded to include more colorful designs. By 1968, fewer than half of the ARROW shirts sold were solid white. The ARROW line was redesigned in the 1970s with synthetic fabrics, tapering darts, and oversized collars inspired by the disco era, and again in the 1980s to adjust to the resurgence of classic tailoring



that appealed to the conservatism of the young urban professional.

The dress shirt market rebounded after a downswing in the 1990s, which saw the ARROW brand transferred through a series of owners and bankruptcies, as the millennium brought renewed interest to this market segment. PVH Corp. acquired the worldwide rights to the ARROW brand in 2004, revitalizing the brand and leading to many new and pivotal partnerships and campaigns. ARROW has gained much popularity since its humble beginning and continues to be regarded as a leader in American men's fashion.

## THE PRODUCT

Offerings under the ARROW brand include a broad assortment of apparel, including dress shirts, neckwear, sportswear, and accessories. ARROW sportswear is about classic styling that is desirable and understandable by today's "Arrow Collar Man." The ARROW line consists of comfortable fabrics and styling and is intended to be wearable clothing for casual workdays that are transitional into weekend wear. ARROW sportswear is also durable and easy to care for. PVH is committed to providing quality apparel products throughout the world that embody the heritage of the ARROW brand and deliver superior quality to consumers.

## RECENT DEVELOPMENTS

In 2012 PVH announced an agreement with Seidensticker Private Label GmbH to license the ARROW brand in Europe. The agreement includes the distribution of men's woven and knit sport shirts and dress shirts designed and manufactured by the Seidensticker Group. Distribution includes wholesale, retail, shop-in-shops, and e-commerce throughout selected countries in Europe. Further expanding the brand's global reach, in early 2013 Oracon — one of the leading apparel companies in Brazil — entered into a licensing agreement with PVH under which Oracon will market and distribute men's clothing in Brazil under the ARROW brand. As evidence of the brand's remarkable history, the international blockbuster *The Great Gatsby*, released in May 2013, includes a replication of a 1922 ARROW advertisement on an oversized billboard in New York's Times Square.

## PROMOTION

ARROW promotes its products through point-of-sale displays, magazine and newspaper advertisements, fixture design, and in-store presentations. Past ARROW ad campaigns include sponsorship of the Masters Tournament in the 1960s and the "We Are Ellis Island" campaign in 2008.

## BRAND VALUES

PVH is committed to manufacturing ARROW quality products that are fashionable and affordable. The brand's look and appeal reflect a youthfulness and optimism that embody the American spirit. The ARROW brand represents conviction, dedication, accomplishment, and as a result, ARROW remains at the forefront of the men's apparel industry.

## THINGS YOU DIDN'T KNOW ABOUT ARROW

- PVH maintains an extensive archive of ARROW merchandise, including collars, bow ties, shirt patterns, and advertising, such as magazine advertisements, dating back to as early as 1870.
- Cluett created ARROW collars of unique sizes for the famous 3.35-foot-tall Tom Thumb (11"-by-1" collar) and a giant Russian man (27.5"-by-5" collar), which was one of the largest collars ever produced for actual wear.
- The ARROW brand launched TRUMP, the first soft-folding collar attached shirt.

