

Cole Haan

THE MARKET

Cole Haan is a premier American lifestyle and accessible luxury brand with remarkable global presence in its collections of fine footwear, apparel, and accessories for men and women. The company is a wholly owned subsidiary of Nike Inc., with headquarters in New York City and Yarmouth, Maine. Its high-end product line is available in specialty boutiques and department stores worldwide, including Bloomingdale's, Nordstrom, Neiman Marcus, and Saks Fifth Avenue.

Cole Haan first established its overseas presence in 1997 and today boasts retail locations and points of distribution in North America, Asia, China, and the Middle East. The brand's Web site, www.colehaan.com, is presently the fastest-growing business channel for the company.

ACHIEVEMENTS

What began as a visionary partnership in 1928 between Trafton Cole and Eddie Haan has flourished into a dynamic, forward-thinking fashion brand. Cole Haan's prophetic use of sports technology in stylish footwear and its expansion into lucrative high-end categories — such as iconic handbags and luxe accessories — have accelerated the brand's success. Cole Haan was hailed Company of the Year by *Footwear News* in 2004. With CEO James Seuss at the helm, Cole Haan continues its legacy of craftsmanship and innovation, while growing the company's retail and online presence worldwide.

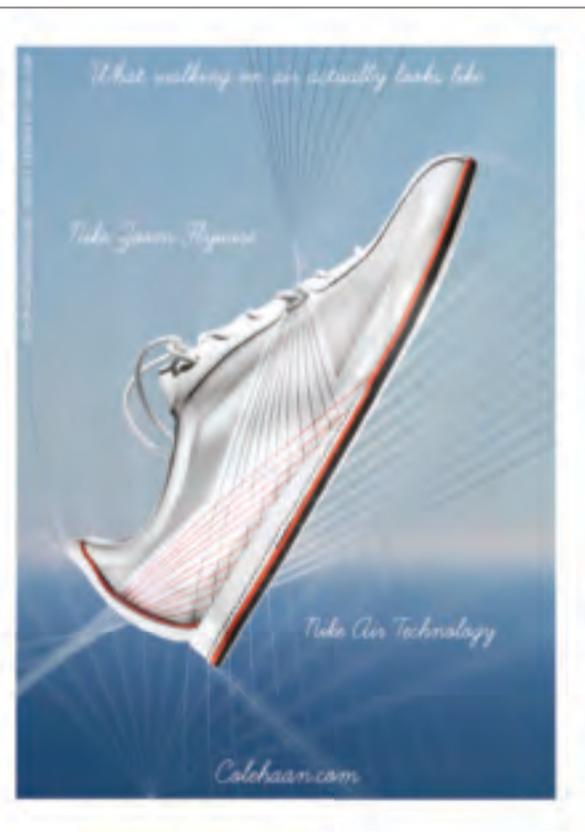
HISTORY

Trafton Cole and Eddie Haan designed their first shoe in Chicago in 1928, the height of Roaring Twenties.

This crossroads in style and attitude inspired their burgeoning interest in redefining American menswear. Cole Haan quickly established itself as a harbinger of footwear trends, while maintaining a deep commitment to artisan quality and detail.

Up through the 1950s, Cole Haan's iconic saddles, bucks, and penny loafers were a mainstay at university shops. The brand continued outfitting young Americans in distinctive, preppy footwear throughout the postwar era.

Cole Haan hit another milestone in 1975, when then-chairman George Denney established the company's headquarters in Yarmouth, Maine. Denney transformed the modest footwear outfit into one of America's preeminent luxury brands.



By the end of the 1980s, Cole Haan had expanded into the women's footwear market; opened its first retail location in Freeport, Maine; and debuted a complete line of men's accessories and premium leather goods. Anticipating the power of the Internet, the company launched colehaan.com in 1987. A year later Cole Haan was acquired by Nike Inc., spawning a new epoch of innovation. During the course of its rich, 80-year history, Cole Haan has cemented its place in American culture with a reputation for craftsmanship and progressive design.

THE PRODUCT

The penny loafer. The genuine hand-sewn. The multicolored boat shoe. The all-leather Court Sport sneaker. Generations of style-conscious consumers have looked to Cole Haan for iconic shoes — looks that define the moment. Cole Haan's product line today encompasses numerous categories, including handbags, personal leather goods, fine outerwear, a golf collection, hosiery, and eyewear.

The use of Nike Air technology in Cole Haan's Sporting line embody the brand's innovative spirit. Just ask Oprah Winfrey, who lauded Cole Haan's bold move to add Nike



Air cushioning to the high heel with the Nike Air Dress Collection in 2006.

The company continues its partnership with G-III Apparel to produce Cole Haan Outerwear, a luxurious collection of casual coats crafted in Italy for men and women; with hosiery makers Mallory & Church; and with luxury eyewear brand B. Robinson. Cole Haan and its licensors share a commitment to high-quality product and fashion-forward design.

RECENT DEVELOPMENTS

Spring 2009 marked the global launch of Cole Haan Sporting, a collection of men's and women's footwear and accessories that draws its inspiration from athletics. Tennis champion Maria Sharapova collaborated with Cole Haan on the women's collection, fusing her aesthetic sensibility with the latest in performance technology. Both men's and women's products employ the benefits of Nike Air technology and breakthrough tech fabrics — including Nike's Flywire, a featherweight upper material unveiled at the Beijing Olympics in 2008. In addition, Cole Haan Sporting including a golf collection for men and a line of unisex, eco-friendly accessories known as the Dylan collection, giving new life to recycled plastics. Cole Haan continues to stake out fresh territory in its dynamic partnership with Nike and explore revolutionary new markets as sustainable fashion.

PROMOTION

Cole Haan has built a reputation for its clean, impactful advertisements that express the brand's ethos nonverbally. Its 2000–2003 ad campaigns, created in partnership with Lloyd and Co., synergized the brand's classic image with its rebellious spirit. For its 2008 advertisement, Cole Haan partnered for the first time with Wieden + Kennedy and produced a hard-bound book with renowned publishing house Assouline titled *The Penny: A Little History of Luck* in conjunction with its fall penny-loafer campaign.

The year 2009 marks



an apex for Cole Haan, with Russian tennis star Maria Sharapova as the face of Cole Haan.

BRAND VALUES

Cole Haan's evolution from humble shoemaker in Chicago to world-renowned fashion brand is the summation of fine craftsmanship, relentless innovation, and

always being one step ahead. Today the Cole Haan label is synonymous with accessible luxury and definitive American style — and to think that it all started with a shoe.



THINGS YOU DIDN'T KNOW ABOUT COLE HAAN

- Cole Haan's original name was Cole, Rood, & Haan.
- Cole Haan discovers the driving shoe in Brazil and debuts it in the United States, a first for the American road (1982).
- Nike Inc. acquires Cole Haan (1988).