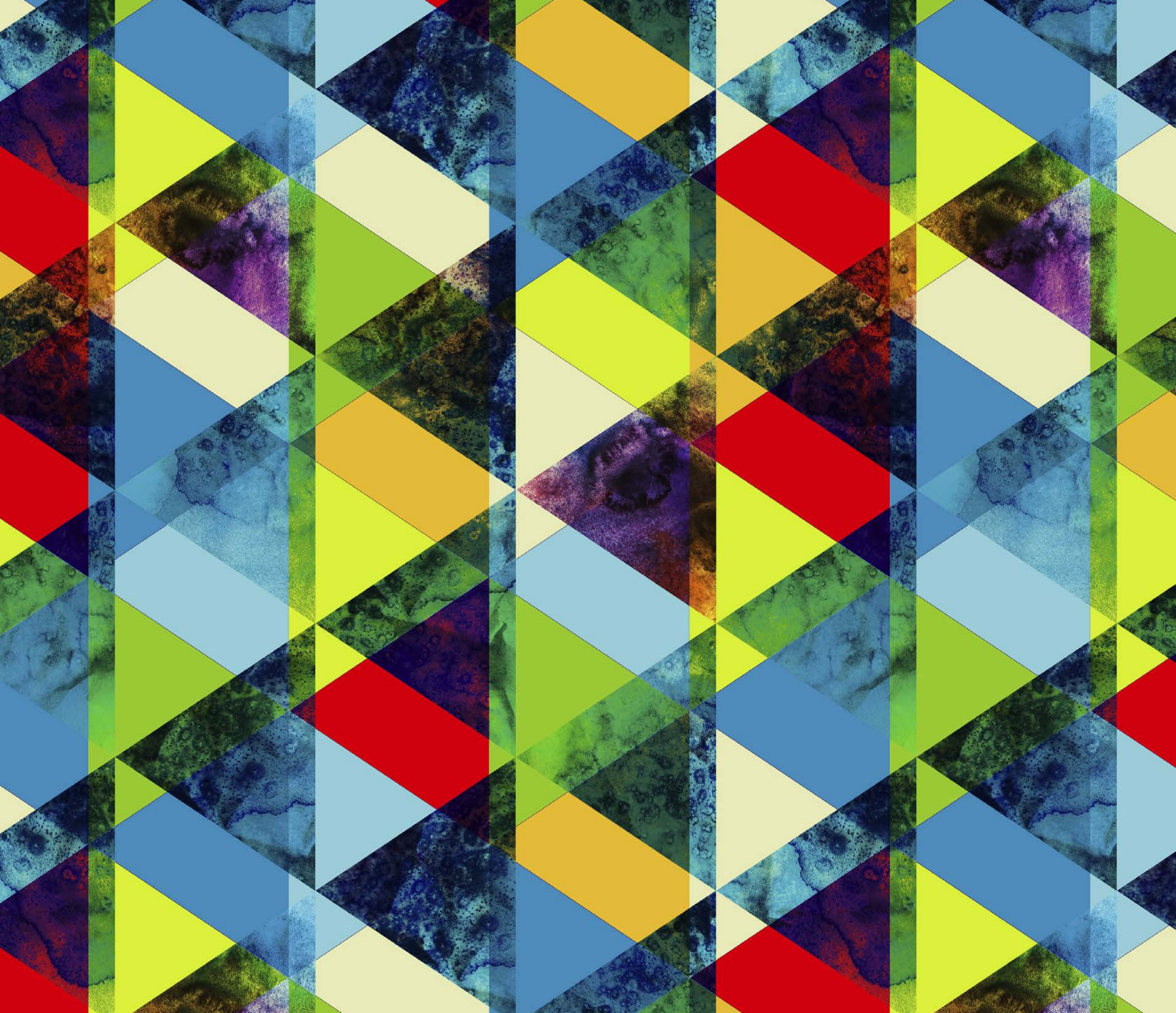




Live Active





Live Active

“Our commitment to **LA Gear** and the power of the brand is Unstoppable.”

Our History

LA Gear came into existence in 1983 and dominated the shoe market during the 1980's and early 1990's. When the first pair of workout shoes was introduced with an aggressive marketing approach targeting young women, the sales of LA Gear soared. The company went public in 1986.

As the product line developed, the designs became iconic, reflecting the popular style of Los Angeles during the 80's and early 90's—colorful, shiny and flashy with stylish embellishments. LA Gear continued on a path of rapid growth with company sales skyrocketing to over \$800 million in just eight years, third only to Reebok® and Nike® in sales.

During the late 90's and early 2000's the brand went through a series of transitions. ACI International, understanding the strong brand equity and potential, purchased the brand rights and has invested in analyzing the market, the consumer and focusing on product development. The core brand values have been refocused and LA Gear is now positioned for large scale re-entry with the right product mix, clear positioning and the LA Gear attitude re-imagined for 2015 and beyond.





Live Active

The Brand

Geared for fun and an active lifestyle, the **LA Gear** brand delivers a positive, go anywhere, do anything attitude with products that are colorful, on-trend and made to **Live Active**.





casual



outgoing

intelligent



on-trend



determined



diverse



smart

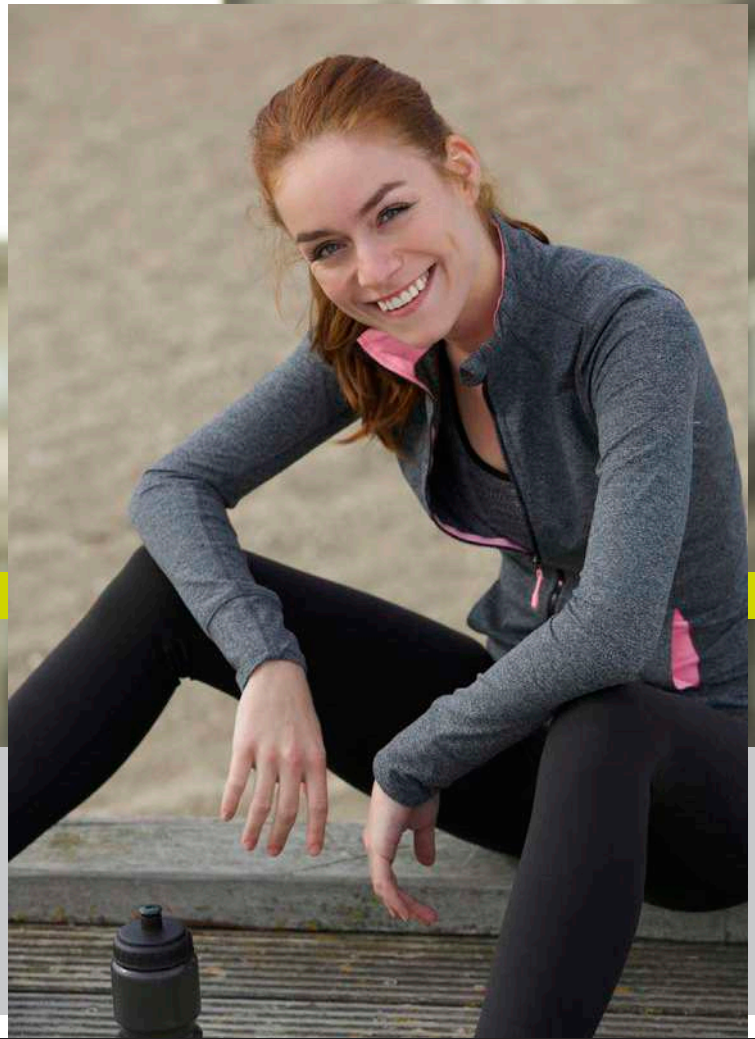


Live Active

for women who thrive on everyday action

LA Gear is for women who love action. From city streets to outdoor chic, our unique athletic aesthetic makes it easy to live active. The right fit so you can move—freedom to be your best. Details that offer the little advantages that you can appreciate everyday. Finishes and fabrications that feel good and look great. Take your day to the next level with real life athleisure wear from LA Gear.





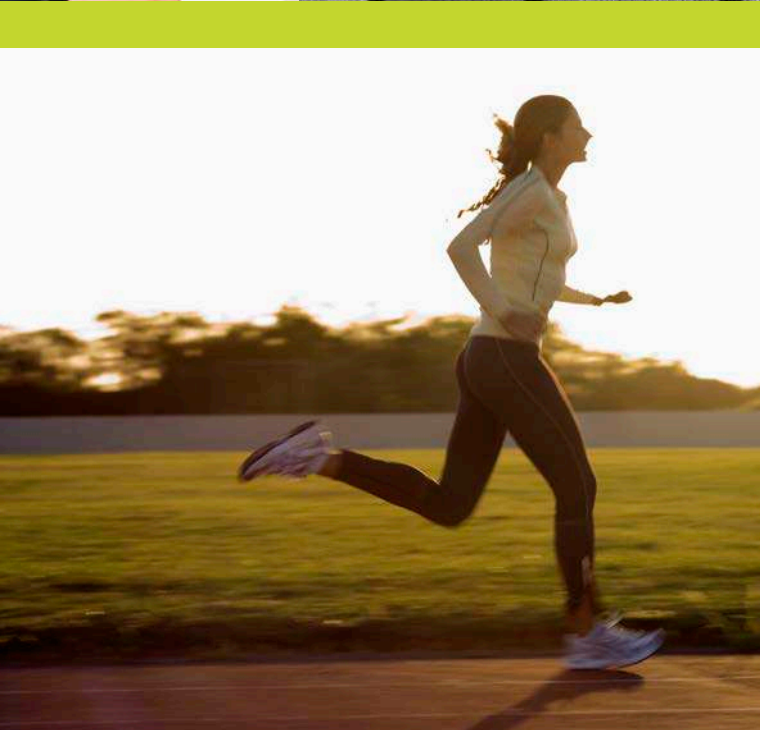


Leisure Athletics

on the move...or on the go

workout wear
casual athletic apparel
running
yoga wear
workout gear





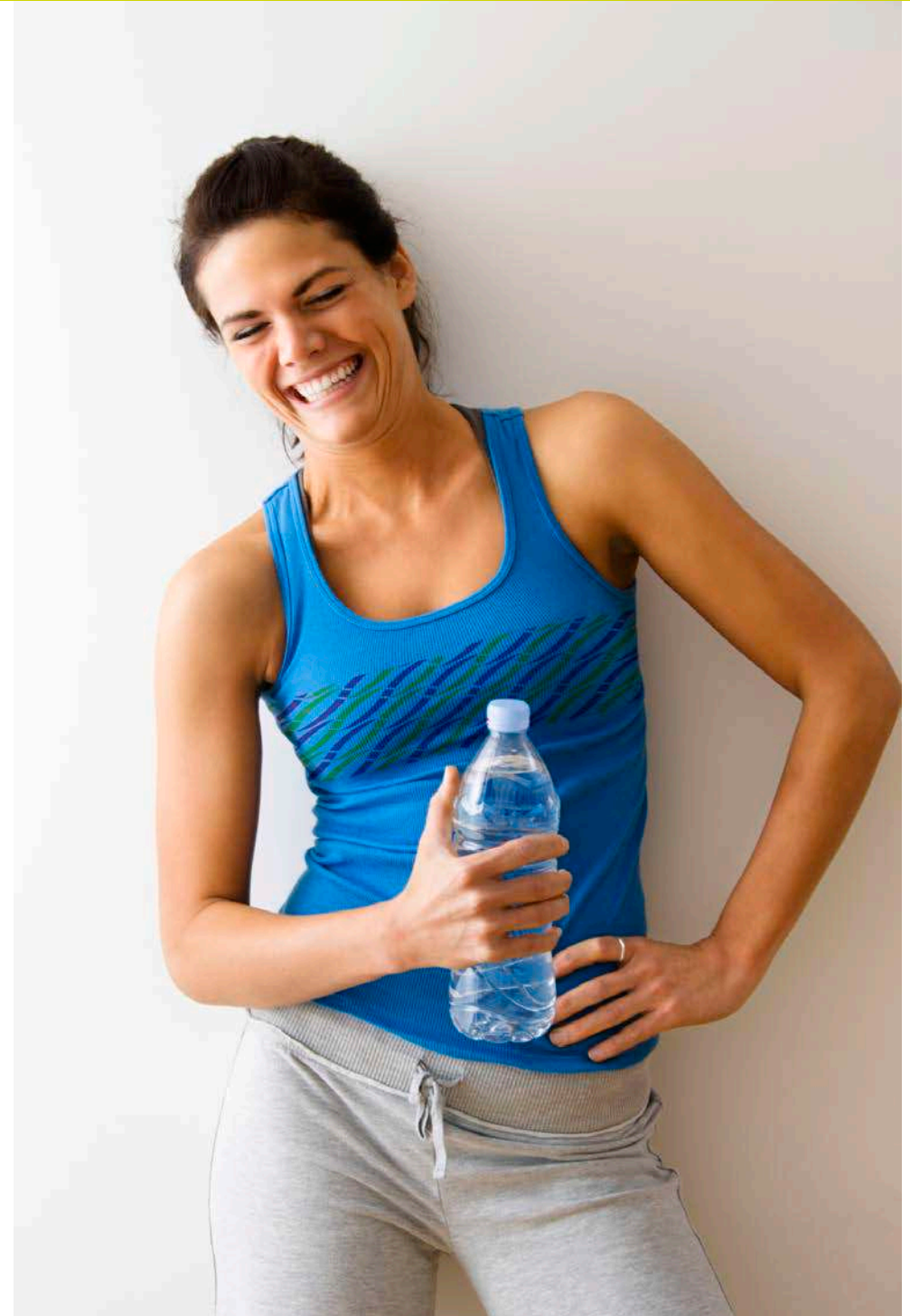


Leisure Athletics

freedom to be your best



workout wear
casual athletic apparel
running
yoga wear
workout gear







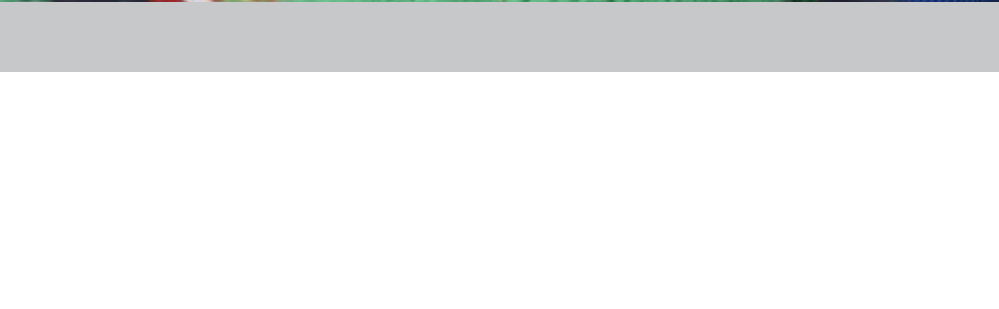
Lifestyle Apparel

you look good when you feel good



t's and tanks
tops and sweaters
leggings
denim
shorts
skirts and dresses
outerwear and jackets







Lifestyle Apparel

city streets to outdoor chic



t's and tanks
tops and sweaters
leggings
denim
shorts
skirts and dresses
outerwear and jackets







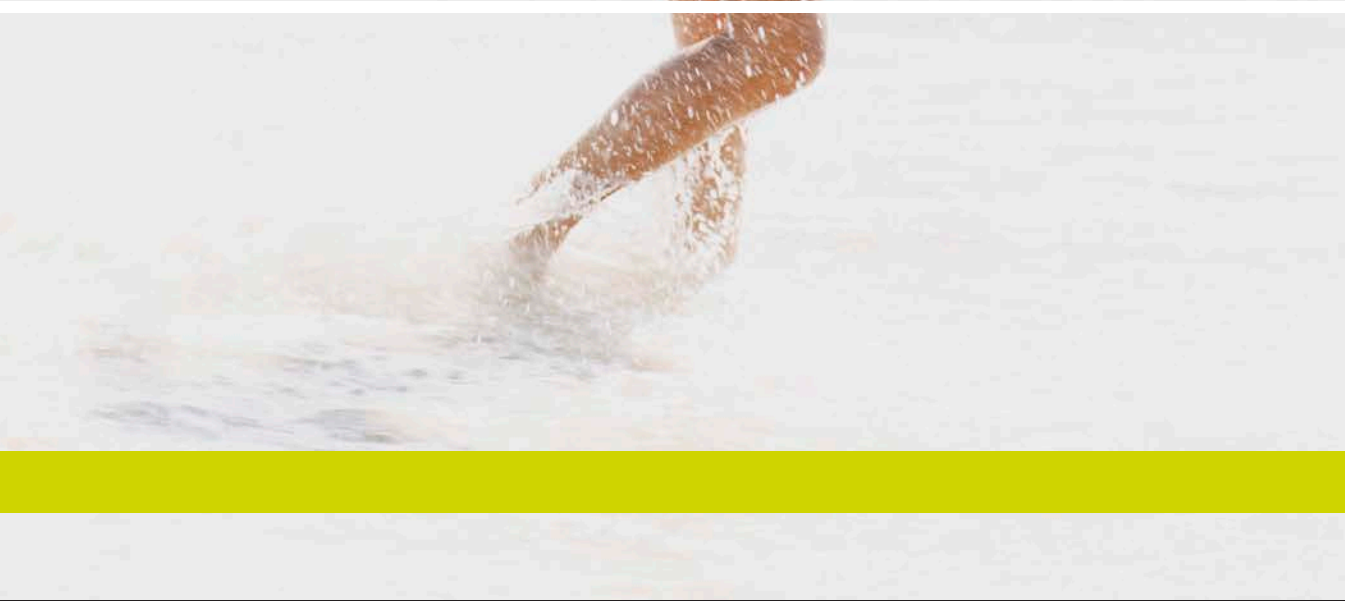
Lifestyle Accessories

the little things keep life exciting

*jewelry and hair accessories
caps and scarves
sunglasses
bags and daypacks*

*flip flops and sandals
casual shoes and boots
socks and leg-warmers
personal electronics*







Lifestyle Accessories

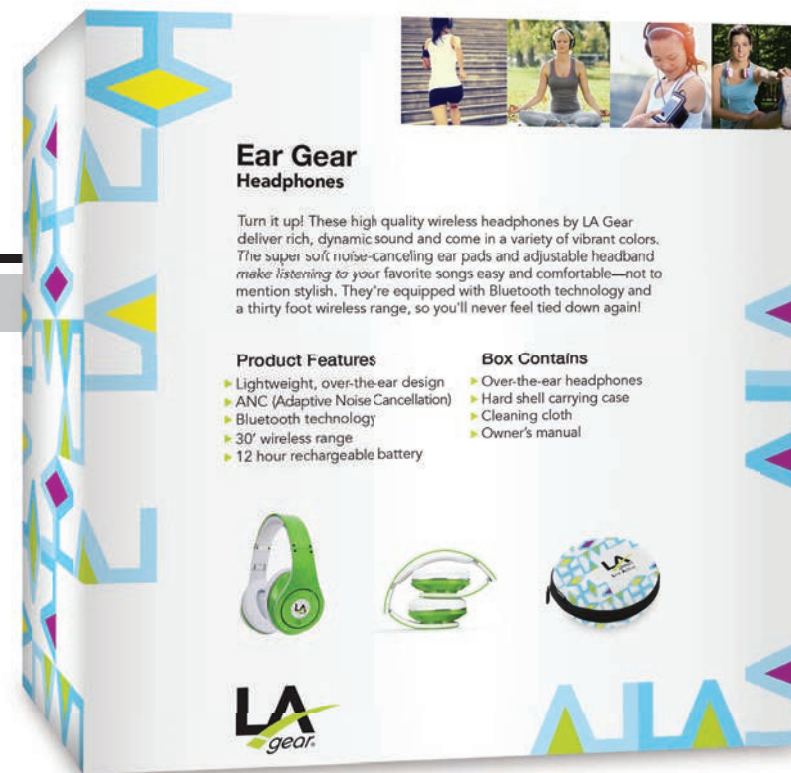
go anywhere...do anything

*jewelry and hair accessories
caps and scarves
sunglasses
bags and daypacks*

*flip flops and sandals
casual shoes and boots
socks and leg-warmers
personal electronics*



women's packaging and hang tags





Licensing Assets

get it together!

LA Gear packaging makes a bold, active statement and provides all of the vital product stats that women are looking for.

We are committed to maintaining a strong and consistent brand image and unified look across all communication and product categories. Approved logos and artwork, patterns, color specifications and brand assets are available for licensee use in the development of LA Gear products, packaging, materials and programs.

Examples of packaging and logo identification for brand extension are included here for your reference.

For more information, please contact ACI International.



men's packaging and hang tags





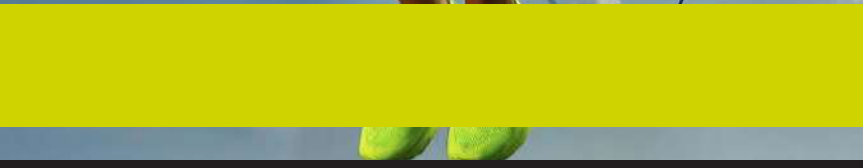
Licensing Assets

break it down...and build it up!

A complementary packaging system, anchored on a black background, is also available for use in the development of products for men.

In addition to the LA Gear brand pattern developed for use on packaging and point-of-sale, repeat patterns based on the iconic “LA” symbol and LA Gear “flash” are available for licensee use on product. Start with the black and citron color option shown below and feel free to step it up—add color to meet seasonal trends and needs.







Looking Ahead

for women who thrive on everyday action

“Geared for style,
geared for fun,
geared for real life—
gear up with
LA Gear.”

Inspired by women, our Los Angeles roots and our history, and the relevance for today's active life and style, LA Gear is dedicated to building the brand and bringing a cohesive range of products to the market through a strong and comprehensive licensing program. Our heritage strengths in athleisure—colorful, casual, comfortable, affordable and on-trend, make us uniquely positioned for this powerful and exciting opportunity.

For more information on available categories and opportunities, please contact ACI International.





Live Active

LA Gear Social Media

- Active brand presence on Snapchat, Instagram, Facebook and Twitter
- Highlighting the brand's 90's popularity and relevance in today's pop culture



LA Gear x Tyga

- 2016 collaboration with rap star Tyga
- “Liquid Gold,” “Liquid Silver” and the T-Raww Runner line was available at Footaction, Sheikh Shoes, lagear.com and other key taste maker accounts.



Marvel x LA Gear

- 2016-2017 Brand Collaboration with Marvel
- Available at Big 5 Sporting Goods, Hot Topic and lagear.com
- Promoted on Marvel and LA Gear's Instagram pages.



LA Gear x Forever 21

- 2018 Brand Collaboration with leading Juniors specialty chain Forever 21
- Available spring 2018 exclusively at Forever 21 stores worldwide, and forever21.com
- Collection includes Over 70 SKU's including apparel and accessories for Men, Women and Kids.



LA Gear x Skechers

- 2019/2020 Brand Collaboration with global brand Skechers to reintroduce LA Gear Originals styles
- Available on Skechers.com and in select markets globally
- Collection includes Over 25 SKU's including some of the brand's hottest styles from the early '90s



The logo features the letters 'L' and 'A' in a bold, metallic, 3D font. A bright orange, curved swoosh element is positioned between the two letters, starting from the bottom of the 'L' and extending towards the right side of the 'A'.

LA

GEAR®



CLASSIC

LA GEAR®

1983

LA GEAR[®]

HISTORY

**STARTED IN 1983 ON LOS ANGELES FAMED MELROSE AVENUE
AS AN APPAREL AND ACCESSORIES STORE.**

FOUND IMMEDIATE SUCCESS WITH VERY TRENDY FOOTWEAR

INTRODUCED ICONIC LA LIGHTS COLLECTION IN 1991

NOW AVAILABLE IN OVER 30 COUNTRIES AROUND THE WORLD

LA GEAR[®]

LA GEAR'S INDELIBLE TIES TO FASHION FORWARD

SOUTHERN CALIFORNIA HAS ALLOWED IT TO TRANSCEND

FOOTWEAR TO BECOME A TRUE **LIFESTYLE** BRAND,

AVAILABLE IN A NUMBER OF APPAREL AND ACCESSORIES

CATEGORIES THROUGHOUT THE **WORLD.**

LA GEAR[®]

The logo features the letters 'LA' in a large, bold, grey font. A thick orange swoosh with a white outline curves across the bottom of the 'A'. The background consists of two faint, grey palm trees on either side of the 'LA' text.

LA

GEAR®

25 Year Heritage

The background features two large, light gray palm trees that are faded and serve as a backdrop for the text. The trees are positioned on either side of the central text, with their trunks extending towards the bottom corners of the frame.

The Original **Fashion
Athletic Footwear
Company**



L.A. GEAR

ORIGINALS



So You Think You Can Dance - Fox









Will.i.am

Lady Gaga

LA GEAR® Celebrities



Christina Milian

Tyga



Jason Derulo

Justin Bieber



Chris Brown



Jaime Foxx



Redfoo



Kimberly Caldwell



T-Pain



HyperCrush

LA GEAR® SOCIAL MEDIA



- Active brand presence on Snapchat, Instagram, Facebook and Twitter
- Highlighting the brand's 90's popularity and relevance in today's pop culture



LA GEAR® x TYGA



GLAMOUR

Tyga's 2-Year-Old Son Just Made His Modeling Debut



King Cairo Stavens just landed a sweet modeling gig. Thanks to rapper daddy, Tyga, two-year-old Cairo is the newest face of LA Gear's shiny gold kicks. Tyga designed these shoes for the brand's back-to-school collection with his son in mind. Can we just talk about how adorable he is for a six cent?

GLAMOUR

L.A. Gear Sneakers Are Back: Here's What They Look Like Now

It feels like it will instantly transport you back to your childhood. L.A. Gear has unveiled its first design since announcing the brand's relaunch!



SOLE

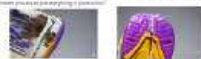
How Light Up Sneakers Work



Future shoes in the city, you might not know what a Sole. And we're not talking about the rapper. Sole is a brand of light-up sneakers that are designed to be worn at night. They are made of a special material that glows in the dark. They are also very comfortable and have a lot of style. They are perfect for a night out in the city.



The shoes are made of a special material that glows in the dark. They are also very comfortable and have a lot of style. They are perfect for a night out in the city.



SOLE

Tyga's New LA Gear Runner Is Available Now



These shoes are made of a special material that glows in the dark. They are also very comfortable and have a lot of style. They are perfect for a night out in the city.

LA GEAR® x MARVEL



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- Available at Big 5 Sporting Goods, Hot Topic and lagear.com
- Promoted on Marvel and LA Gear's Instagram pages.



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Europe



Argentina



Japan

Korea

Singapore

Hong Kong

Macau

Chile

Panama

Central America

The Caribbean Nations

New Zealand

Israel



Taiwan



LA GEAR INTERNATIONAL



LA GEAR INTERNATIONAL

HERITAGE LOGOS





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lagear.com