## Tommy Bahama







#### **Brand Release 2015**

# MAKE LIFE ONE LONG WEEKEND

Tommy Bahama is the lifestyle company that defines relaxed, sophisticated style. With our upscale collections of men's and women's casual apparel, island-inspired cuisine and cocktails, and home furnishings that turn any space into a restful retreat, your island escape is well within reach.

#### MEN'S

# Nothing says relax like linen, cotton, lightweight outerwear, and cozy knits.

We love fabrics with an easy sway and soft feel that take a man to a place of eternal weekends with no agendas. We're famous for our signature silk camp shirts with beautiful, original prints, but our polo shirts and easy-fitting pants and shorts are also icons of island style.

For the weekends spent playing grill master or laid-back lifeguard,
Tommy Bahama suits him perfectly with high-quality casual sportswear and swimwear that nod to his more playful side. Innovative fabrics like

our IslandZone® technical silk keep him cool and comfortable, no matter what the weather is. And our men's swimwear collection revels in fun with island-inspired prints and bold solids in various lengths from traditional board shorts to volley shorts.

But when it's time to impress, slipping on a fine button-down, cozy sweater, and pair of saltwater-washed Tommy Bahama jeans always does the trick. Available in relaxed and straight-leg styles and multiple washes, he'll sink right into our soft, great-fitting denim.

## Tommy Bahama



#### WOMEN'S

# Easy-to-wear elegance that takes her from a day on the beach to a night on the town.

Our women's apparel relies on beautiful fabrics, sophisticated colors, exquisite prints, and flattering silhouettes. Tommy Bahama dresses are colorful, beautiful, and alluring with artisanal details like hand-crochet, dip-dye, and beading to add a subtle shimmer. We use effortless fabrics such as cotton/silk blends, textured silk, twill, cotton jersey, and linen to make our women's collection easy to pack and ready to go. With an unerring eye toward proportion and details, the collection offers looks destined to become modern classics.

Renowned for its flawless fit and proportion, Tommy Bahama swimwear for women is a sporty, sexy, sophisticated collection. Flattering one-piece and two-piece silhouettes feature meticulous construction with high-end embellishments and luscious prints. Coverup dresses and separates in cool, comfortable fabrics take her beyond the beach, to boardwalk or bonfire.

#### ACCESSORIES & FOOTWEAR Everything you need to capture the complete look of relaxed style.

Our accessories provide the perfect complement to our eye-catching ensembles. With jewelry, watches, scarves, handbags, hats, belts, small leather goods, and luggage to choose from, our guests will be well-appointed in every area.

Sunglasses are a necessity in the places we like to be, so we've partnered with Maui Jim® to bring everyone the clearest views, brightest colors, and best-looking frames.

Our men's and women's footwear collections pair unique styling and comfortable engineering to create shoes that complement the timeless, sophisticated style of our men's and women's sportswear collections. Our Relaxology® line features an innovative foam outsole and design to create the lightest, most flexible, resilient, and supportive shoe imaginable—it's the perfect travel shoe.

## HOME/LIVING Tommy Bahama knows how to bring the islands home.

Our collection of indoor and outdoor home furnishings and authentic island-inspired décor turn any habitat into a restful island retreat. From the small touches of rugs, fans, linens, and ceramics, to the larger impressions of place settings and patio furnishings, we use the finest materials to transform square feet into pure paradise.

And when the forecast calls for sunny skies and warm breezes, it's time to go outdoors with Tommy Bahama beach chairs, coolers, golf bags, towels, and more.

#### **RESTAURANT**

#### A quick getaway to paradise awaits you at 16 Tommy Bahama Restaurants.

Delicious island-inspired cuisine and handcrafted specialty cocktails are on the menu amidst a relaxed setting. Each restaurant captures the ambiance unique to its locale: In Naples, Florida, the look is a funky island bungalow. Our Waikiki flagship restaurant features a rooftop beach and bonfire pit so you're never far away from the shore. In Scottsdale, Arizona, the design and landscaping pay homage to the stark beauty of the surrounding desert and mountains. In New York City, the design reflects Manhattan's sophistication and

## Tommy Bahama



worldliness. What remains consistent among all 16 locations is the emphasis on quality, service, and a relaxed atmosphere.

#### **RETAIL/ E-COMMERCE** You can live the Tommy Bahama life all around the world—it's a global phenomenon.

Tommy Bahama operates more than 160 stores worldwide, in North America, the Middle East, the Pacific Rim, and the land Down Under. Our products are also available through many other fine retailers, including Nordstrom and specialty shops.

Our main website, tommybahama.com, is a digital paradise where our guests can shop whenever they see fit, with shipping to more than 100 countries.

Tommybahama.jp operates closer to home for our discerning Asian guests.

Tommy Bahama brings you relaxing yet upscale collections for work, play, and home, making it easy to always relax in style. In every endeavor, we live by these words: Make Life One Long Weekend.™

#### **ABOUT THE COMPANY** We're a company with a mission to inspire you to relax..

Tommy Bahama started in 1992 with the thread of an idea: a dream of what it would be like to never leave the beach. To fish all day and walk all night under the stars—an endless summer. As an island-inspired lifestyle brand, we would celebrate the finer things in life: fashion, food, and friends.

The concept grew with the opening of our first retail store and restaurant in Naples, Florida. From that humble beginning, the thread took shape and wove itself into the global lifestyle brand that embodies the relaxed way of life. As our success caught the eyes of guests worldwide, in 2003 Tommy Bahama was acquired by Oxford Industries, the Atlanta-based international apparel manufacturer.

Today's Tommy Bahama offers relaxation at over 160 retail locations. including 16 restaurants. From its U.S. base, the company has expanded around the globe, with locations in Tokyo, Sydney, Macau, Hong Kong, Singapore, and Dubai. We truly believe that we can inspire the world to relax.

Tommy Bahama is part of Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, Tommy Bahama is the island-inspired lifestyle brand that defines relaxed, sophisticated style in men's and women's sportswear, swimwear, accessories, footwear, and home furnishings. The company owns and operates over I60 Tommy Bahama stores and 16 Tommy Bahama restaurants worldwide. Tommy Bahama products are also available at the country's finest retailers, including Nordstrom and other specialty retailers. For more information, please visit tommybahama.com





