





ADRIANO GOLDSCHMIED

BRAND BOOK

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TIMELINE

- 1975** The Ku family immigrates to USA from Korea & opens their own sewing company.
- 1978** Yul Ku forms company named Fashion 92.
- 1985** Yul Ku incorporates Koos Manufacturing, Inc.
- 1996** Koos Manufacturing installs Water Filtration System, recycling 40% of water usage.
- 2000** Adriano Goldschmied & Ku establish AG Adriano Goldschmied in Los Angeles, CA.
- 2001** Koos Manufacturing creates first jean for AG Adriano Goldschmied.
- 2004** Goldschmied parts ways with AG Jeans & sells his share of trademark.
- AG Jeans opens first retail store in Los Angeles, CA.
- 2005** AG Jeans opens first retail store in Soho, New York.
- 2006** AG Jeans launches eCommerce store.
- 2008** AG-ed Vintage Collection debuts a vintage-inspired denim line with unique finishings.
- 2009** AG Jeans installs its first eco-friendly laser technology into AG-ed Vintage Collection.
- AG Jeans debuts contemporary Ready to Wear line.
- 2010** AG Jeans introduces Ozone technology, a dry cleaning process that reduces chemical & water usage.

2012 AG Jeans opens Japan location in Shibuya.

2014 AG Jeans installs energy saving boxes into dryers to help store & recycle up to 50% of heat.

Supermodel Daria Werbowy signs on as the face of AG for four seasons.

Contour 360 #whatmovesme campaign launches new all-way stretch denim.

2015 Fashion icon Alexa Chung x AG collaboration debut.

2016 AG Jeans installs solar paneling to reduce energy usage.

Indigo Capsule Collection launches, introducing yarn-dyed indigo knits for men & women.

2017 AG Jeans installs new laser machines to reduce use of water, chemicals, & stones during treatment process.

2018 AG Jeans begins fabricating their own knitwear.

2019 AG Jeans installs Water filtration System, recycling back 100% of their water waste.

AG Jeans launches B-Type for men, a denim program that offers 15 waist sizes & 10 inseam lengths in 3 fits.

AG Jeans begins self-designing exclusive prints on digital printers.



30 years before the AG Jeans brand was born, Adriano Goldschmied was just dipping his toes into the industry — applying brand new wash schemes to the then-dark and raw jeans that saturated the market in the late '60s and early '70s. After establishing himself as the “godfather of denim” through decades of design, Goldschmied set out to create his own namesake.

Around the same time that Adriano Goldschmied was finding commercial success, Yul Ku and his family were freshly emigrated from South Korea to the United States and established a sewing business in 1977 United States. A few years later, with just five single-needle sewing machines and \$3,000, Ku started his company, which would later become the renowned Koos Manufacturing, Inc by 1985.



Backed by years of manufacturing precision and expertise, Ku quickly became the man responsible for the successes of household names like Calvin Klein, Banana Republic, Lucky Brand, Buckle, J. Crew, and the Gap. But after spending the bulk of his resources helping other brands, Ku felt it was time to emerge onto the denim scene with his own vision and a higher set of standards.

In 2000, the two powerhouses of the denim industry brought their visions together and founded AG Jeans in Los Angeles, California. Just two years after its establishment, AG Jeans went on to win Sportswear International's Best Women's Jeans Award for three consecutive years— a glimpse of what AG Jeans would accomplish in the coming years.

3 PILLARS OF AG

To design a product that is rooted in denim, craftsmanship, fit, and fabric innovation.

To implement a process that is vertically-integrated, eco-inspired, transparent in its practice, and radical in its production.

To connect with individuals that value timeless design and modern jeanswear with a spirited, confident attitude.







TIMELESS STYLE

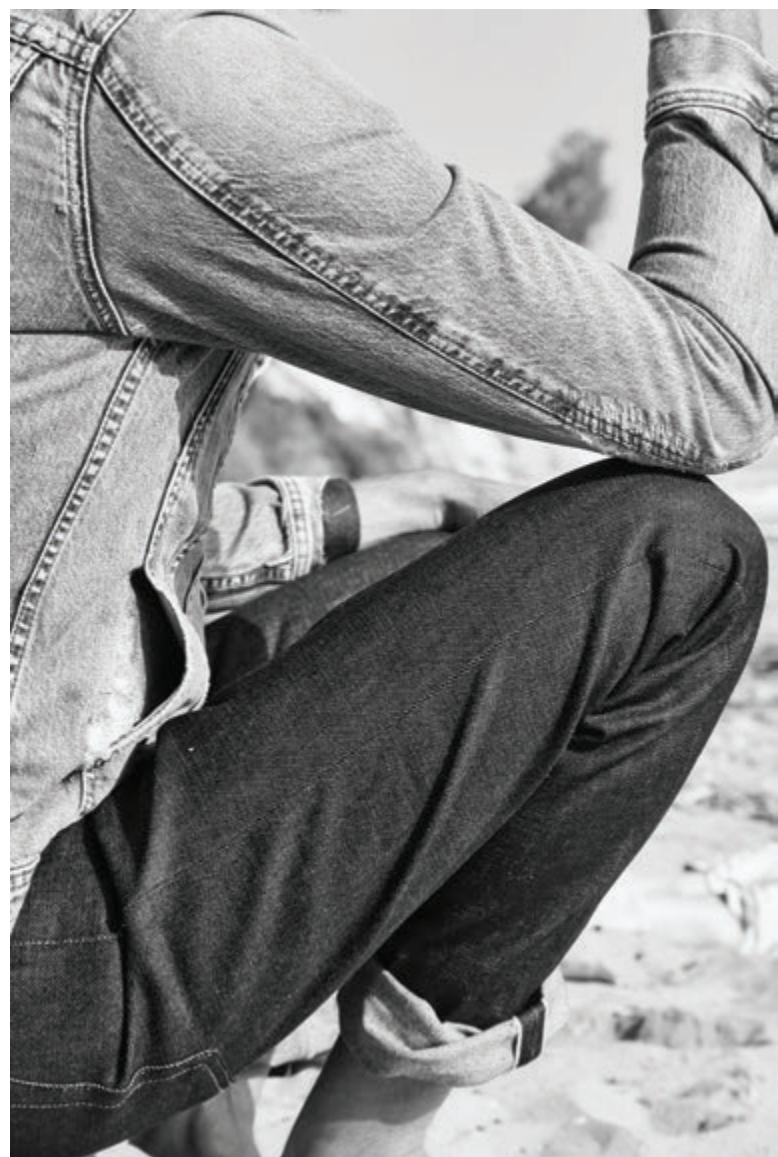
SPIRITED MINDSET

CONFIDENT ATTITUDE

MODERN EXECUTION

ICONIC APPROACH







VERTICAL INTEGRATION

Not long after its U.S. establishment in 2000, AG Jeans lead the premium denim industry with its meticulously-cut silhouettes, hand-crafted finishings, and vertically-integrated production from its Los Angeles facility. At the time, AG was the only vertically-operated denim manufacturer on the West Coast—sometimes even the entire United States—an accolade we're very, very proud of.



VERTICAL INTEGRATION

We aspire to create everything in-house, meaning: between AG-owned factories in California and Mexico, everything you see on the garment was done by our own hands. From the supple fabric you feel on our knitwear and the hand-sanded distress details, to the luxurious coating on our leatherette denim, AG devotes itself to deliver the highest quality from beginning to end. With a few exceptions (like the denim fabric sourced from Italy, Japan, and the U.S.), at least 78 pairs of hands touch each jean throughout the production process before it finds its home.

Our vertically-integrated model lets us pivot with market demands and shifts in innovation really quickly, giving customers more reason to love and appreciate denim the way we think it deserves to be loved—that is, forever. This simple, yet uncommon, practice has created an unwaveringly loyal fan base.



#AGOODKARMA

At AG, we believe that less is more.



Less textile scraps means more space on the planet



AG uses state-of-the-art machinery to cut fabric in the most efficient way possible, reducing the amount of unused fabric we have left after the process. Of the fabric we do have, they're never sent to the landfills. Instead, they're all compacted and recycled into work gloves, insulation, or padding for new cars.

Less hard chemicals means healthier communities



In 2010, AG introduced Ozone technology to replace the traditional washing and dry cleaning processes that help fade denim - avoiding harsh chemicals and saving on water. Seven years later, brand new laser technology was installed to lessen the amount of chemicals needed to create our AG-ed vintage effects. Plus, AG uses formaldehyde-free, biodegradable chemicals that require fewer wash cycles altogether.

Less electricity means more renewable energy



In 2014, we added energy-saving boxes to our dryers to recycle 50% of the heat used. Two years later, solar panels were installed, which supply 25% of our electrical power.

Less water waste means cleaner ecosystems



With the installation of our water filtration systems at both Los Angeles and Mexico facilities, AG will be recycling back 100% of their water waste. That means: the initial 380,000 gallons of water we would've used per day goes down to just 1,200 gallons, which is lost due to evaporation and minor spillage.

AG-ED DENIM

Debuting in 2008, the AG-ed Denim process began just like any other pair of AG jeans: we took fabric that was meticulously-sourced from Japan, Italy, and the U.S. and created the foundation for a new denim line. AG-ed Denim distinguishes itself from the rest of our core collection in its use of state-of-the-art, eco-friendly laser technology and hand-finished treatments, giving AG-ed jeans a distinctly vintage look and feel. Each well-worn design element is carefully modeled after a genuine vintage pair of denim, mimicking natural wear lines and fraying.

After being broken-in by custom laser patterns, each pair requires over 80 artisan hands to create the unique, lived-in finish that's equal parts American vintage and modern innovation.









STORE LOCATIONS

SOHO

113 Greene St. A
New York, NY 10012

UPPER WEST SIDE

305 Columbus Ave.
New York, NY 10023

HUDSON YARDS

20 Hudson Yards
RU #223A
New York, NY 10001

BEVERLY HILLS

329 N. Beverly Dr.
Beverly Hills, CA 90210

FASHION ISLAND

401 Newport Center Dr.
#573
Newport Beach, CA 92660

SAN FRANCISCO

845 Market St.
#195
San Francisco, CA 94103

LAS VEGAS

3200 S. Las Vegas Blvd.
#1155
Las Vegas, NV 89109

DALLAS

8687 N. Central Expy.
#1472
Dallas, TX 75225

HOUSTON

5115 Westheimer Rd.
#C2575
Houston, TX 77056

ST. LOUIS

36 Maryland Plz.
St. Louis, MO 63108

AVENTURA

19501 Biscayne Blvd.
#2009
Aventura, FL 33180

TOKYO

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Kitaoyama, Minato City,
Tokyo 107-0061, Japan

SCOTTSDALE

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Scottsdale, AZ 85251





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