

Fall/Winter Campaign Text 2020

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Howling Toward Americana

Fall 2020 Collection

“Generally speaking, a howling wilderness does not howl: it is the imagination of the traveler that does the howling.”

Henry David Thoreau, *The Maine Woods*

Overview:

The history of Americana is not a story of lands or territories or even country. The long-told tale of Americana is embedded in the pursuit of the American dream; it is the pilgrimage, the crossing of paths, the journey we take to discover freedom, and the spirit it takes to do so. When we talk about Americana, we're recalling the 2,000 mile stretch of Route 66, the dreams that led 300,000 gold seekers to the riverbanks of San Francisco, the first wave of women to be admitted into America's oldest university, and every pair of the denim worn to find the American dream. This is where we begin our Fall 2020 collection *Howling Toward Americana* navigates AG's 20-year love affair with denim. Amongst the ambitious travelers who howled through America, we find ourselves shrouded in the same pulls of wanderlust and ambition, simultaneously pursuing and being inspired by the denim we wear.

Collection:

Moving into fall, we begin to feel the beginning of the end of the year—it is a season that prompts our most nostalgic memories while

simultaneously reaching for the promise of newness. Much in the same way, *Howling Toward Americana* is pigmented with age in muted earth tones on sheer, flea-market inspired fabrics, a collegiate tapestry of athletic maroons, navy blues, and golden mustards, and the anticipation of the future. Expect familiar details that combine the core vintage elements of AG's design aesthetic— like utilitarian pockets or butter-soft corduroy— with a focus on sustainable fashion. In our fall fabrics, Luxe Tencel Jersey (LXE) emerges as a 100% Tencel fabric with certified compostable and biodegradable fibers. Seen throughout each delivery for women, LXE delivers a sheer, ultra-soft look and feel that reminisces upon our favorite worn-in vintage cotton finds. In the denim variety for men, Drift Slub Denim (DFB) combines organic and recycled cotton with comfort stretch for 10 ounces of true vintage modern. Featuring a dry indigo process, zero water waste, and 89% less chemical usage, this Spanish denim produces an authentic denim slub with the eco-friendliest manufacturing processes. As the fall 2020 collection beautifully concludes AG's 20 years in the denim industry, it also begins the hard work of building the next 20 years of AG's legacy.

Media

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