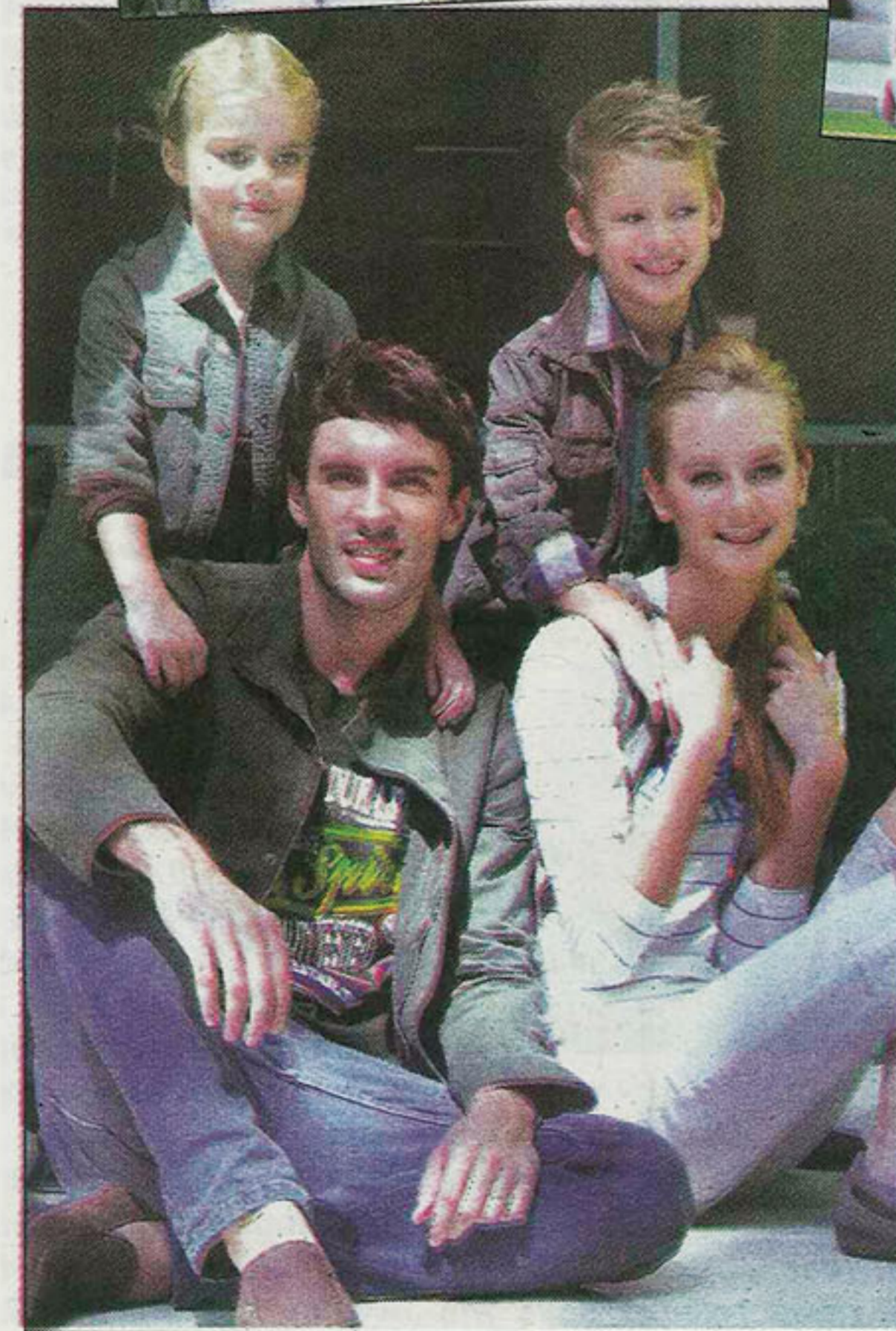


JEEP® fall/winter collection 2012/13



Shades of nature set to bring nature lovers closer to mother earth



To express its love for Mother Nature, Jeep® launches the new Fall/Winter collection themed "Love the Earth". Inspired by the shades and elements of nature, the latest collection is set to encourage all Jeep® Apparel lovers to appreciate and celebrate the beauty of the earth.

In line with its "Live Without Limits" tagline, the new collection is designed for both adventure lovers and urbanites who enjoy city lifestyle. The collection is also ideal to be the apparel for work and play in our tropical climate.

To express love for the earth, the core colours of this collection are bold vibrant colours of the nature. The collection features bold shades of orange, yellow, blue, green, and basic colours of brown, grey and khaki which are perfect for everyday wear.

For Him
This new collection is set to attract men who enjoy both city lifestyle and outdoor adventure. The designs are more rugged in this collection to meet the tastes of

today's adventurous and stylish men. Cargo pants and jeans are improved again in materials, fitting and colour tones while checked shirts are refreshed with new prints and earthy tones such as khaki, grey and brown. Basic tops like polo and round neck tees with graphics are refreshed with vibrant colours like blue, green, yellow, and others which prove to be great staples to stylish and adventurous men.

Jeep® continues to improve its denim shirts and military jackets to provide a better fitting and comfort for wearers who want to explore and travel during the holiday season. Warm colours and earth tones like brown and khaki green will keep the wearers warm wherever they travel to. For shoes, confident men can expect fine calf leather boots and shoes in rugged designs for traveling and social gatherings. Rugged calf leather shoes are mostly available in tan, black and white. All these give men a reason to revamp their wardrobes this new season.

For Her
The new Jeep® Fall/Winter Collection for her is

made for modern and confident women who want to be adventurous and fashionable at the same time. While men discover and explore the magnificence of nature, women celebrate the beauty of it. This season, Jeep® celebrates the beauty of nature with women by, introducing checked shirts with refreshed bright floral prints, refined denim shirts and dresses in darker shades of blue, green, red, grey, brown, and beige.

This collection also features improved and refreshed jeans, pants and jeggings with shades of nature like blue, brown and black with increased ruggedness in designs for active women who travel this holiday season. Fashionable and active women can expect to stay comfortable without compromising fashion in these refined materials during traveling to cities or simply to explore and appreciate the nature in the countryside.

Jeep® ladies shoes have style, comfort and performance all in one neat package for people on the go. Jeep® ladies' pumps will focus on soft comfort fitting in contemporary style. While sticking to Jeep® pre-

dominant earth tone, the new collection will be refreshed with dashing colours like apple green, orange and red.

For Kids
Jeep® Kids this season promises to continue to offer rugged outdoor fashion to your active kids. Basic tees and checked shirts with colours of the nature designed to be paired with cargo shorts and jeans. Polo and tees for him and her come in colourful stripes and graphics depicting the nature. The new collection for girls also highlights beautiful denim and corduroy dresses and shirts with floral prints to celebrate the beauty of nature which is in line with the theme - Love The Earth.

Jeep® Fall/Winter Collection 2012/13 is available at all Outfitters Studio and leading department stores in Malaysia. Clothes are priced from RM39.00 to RM399.00. For further enquiries about this latest collection, please visit www.facebook.com/JeepApparelMY.

