

DOCKERS

SERIES

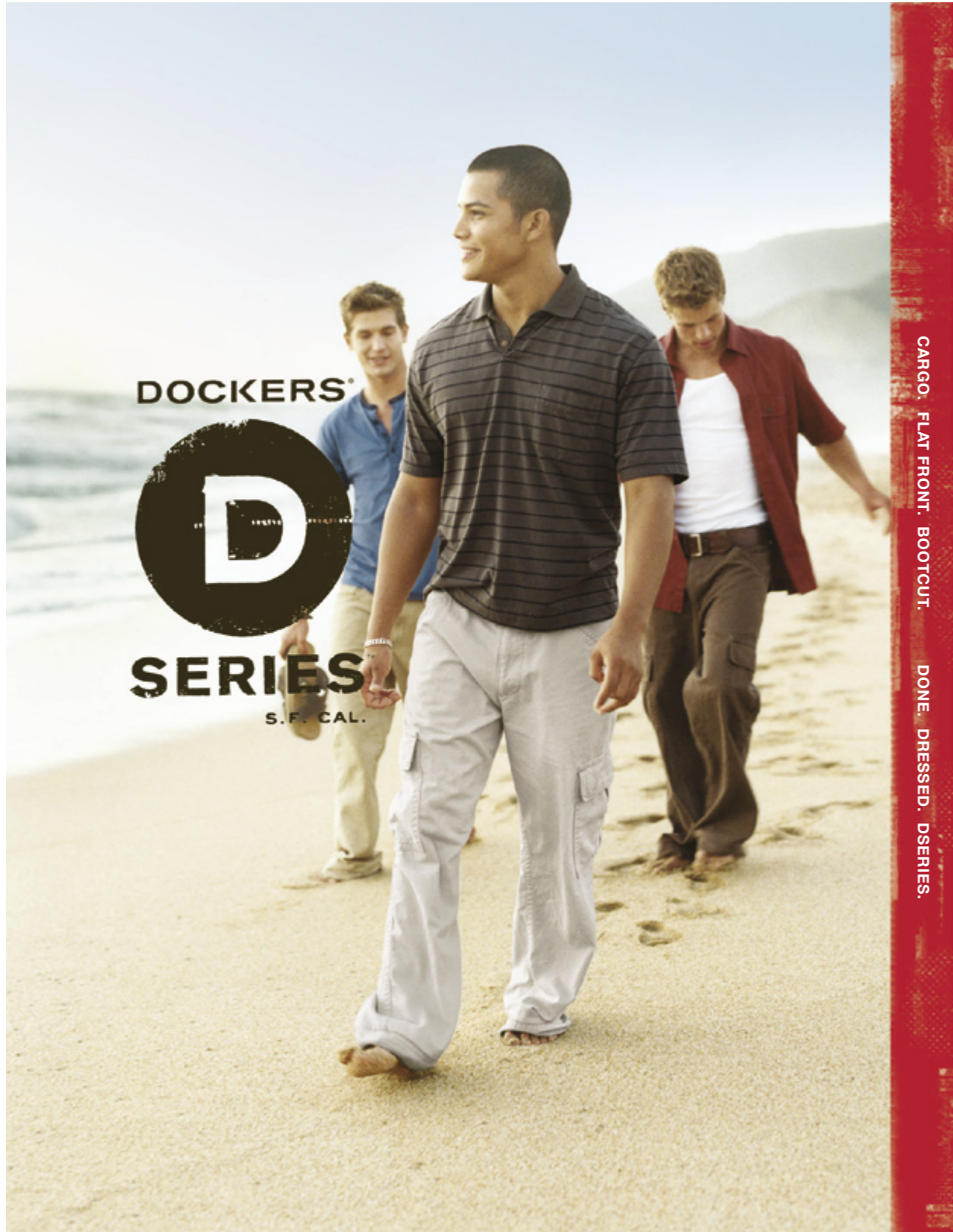
S.F. CAL.

CARGO. FLAT FRONT. BOOTCUT.

DONE. DRESSED. DSERIES.

DOCKERS - D SERIES
1 OF 7

DOCKERS D SERIES WAS A PRODUCT LAUNCH THAT WAS TARGETING A YOUNGER CONSUMER THAN WOULD TYPICALLY BUY DOCKERS. THE CLOTHING AND CAMPAIGN WAS DESIGNED TO APPEAL TO A YOUNGER MAN THAT NEEDS KHAKI PANTS TO GO FROM WORK TO SCHOOL TO SOCIAL OCCASIONS. THIS CAMPAIGN CONSISTED OF PRINT ADS AND POINT-OF-SALE MATERIALS, INCLUDING A HANGING MOBILE.



DOCKERS®



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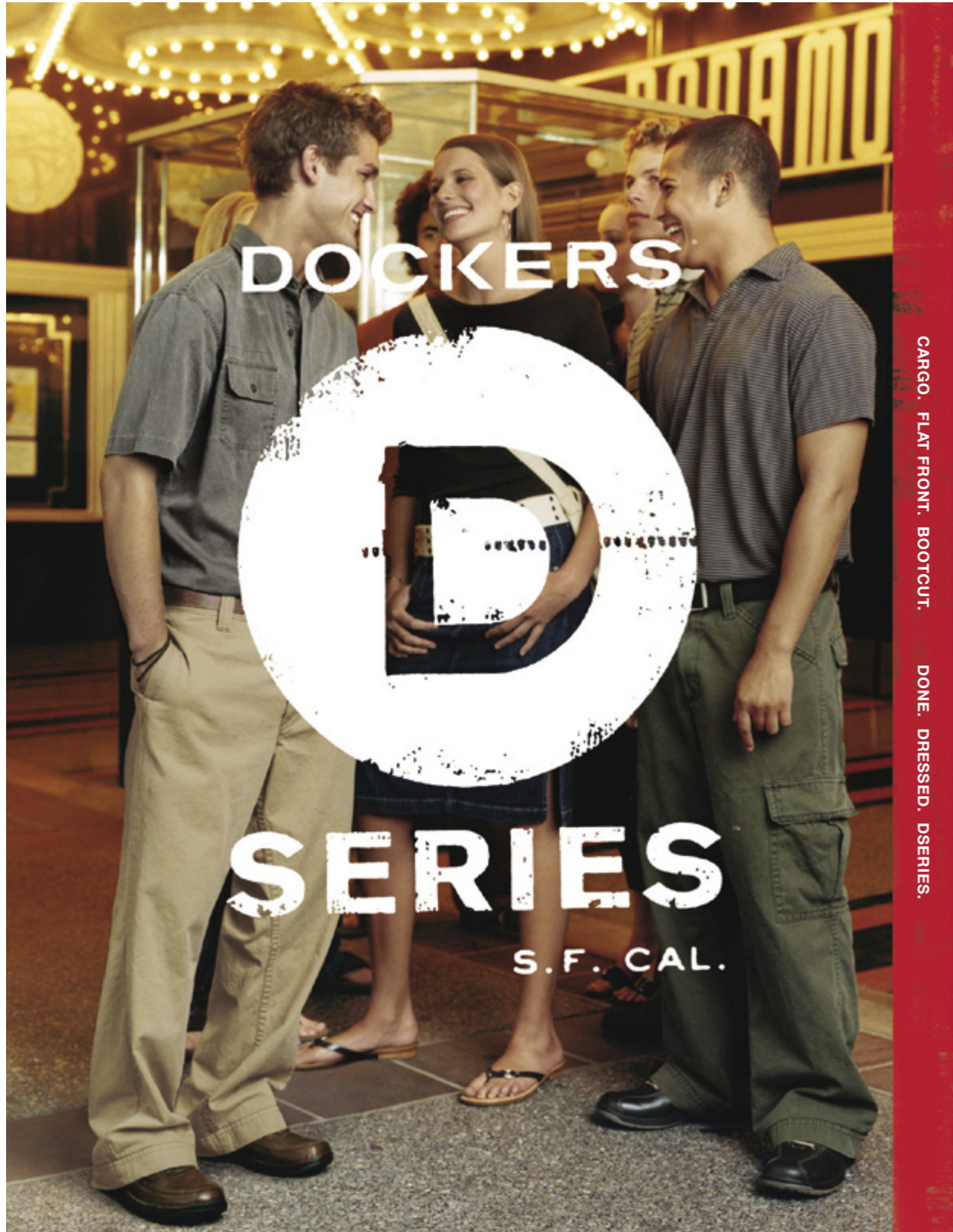
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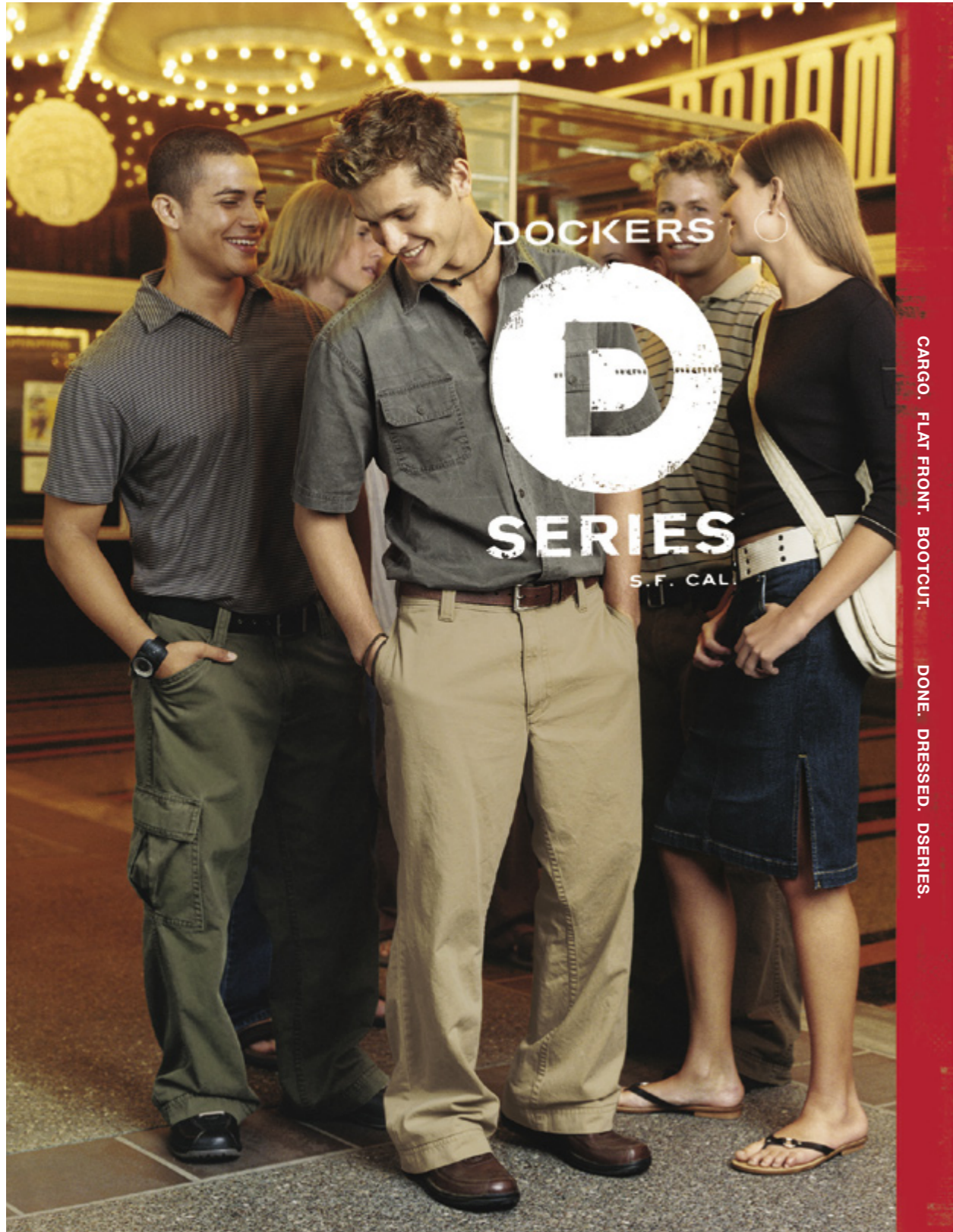


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Introducing





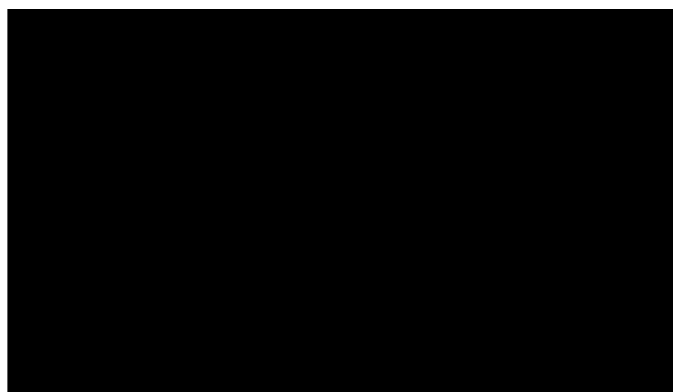
\$24 khakis. That leaves you at least \$6 for beer.

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Clothes that don't cut into your beer money.

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