

All brands reach that point in the road where they can go this way or that.

Dockers has reached that point in the road.

Since the brand launch in 1986, the way the world dresses—for work, for play, for life—has changed. Khaki pants soon became commonplace in the workplace. Casual Fridays, not to mention casual Mondays, Tuesdays, Wednesdays, and Thursdays, all became a part of the 9 to 5 world. And then, the 8 to 6 world.

Dot-Coms came and went and are perhaps coming along again. “Nice Pants” came and went. “Stain Defender” sparked a race for innovation. Dress-Up Fridays are swinging us all the other way. The line between work and play and life is blurred so much we can’t easily see the line or where it lies. A pair of pants, and a shirt, and shoes, and a belt need to take people from sunrise to sunset at a pace unlike any other time in history. People. Us. We have reached a point in the road. We, too, can go this way or that.

Dockers can choose to accompany us on this journey. Or not.

But everyone likes company. Especially friends that have been around since 1986.

INTRODUCTION



Dockers "Blue Patch" Logo History

As you can see, from 1986 until now, the Dockers brand mark has undergone some changes. Like people, we like to try things on, change our style, add a little here, take a little away there. We like to be seen as current but not drastic. We like consistency with a hint of change.  
Not too much. Not too fast. Not too slow.

A famous stylish lady once advised about fashion something like the following:  
the last thing you put on, take off.

THE BLUE PATCH



New Dockers Logo



proStyle™

Current Dockers Logos - Brand Extensions

Consistency is important for a brand.  
It helps people to recognize you quickly and easily.

With the Dockers brand, there are several brand extensions that have developed their "own look" over the last couple of years. A new logo for Womens. A special logo to differentiate Premium. Golf. And over the years, we have seen Recode, K-1, D-Series, Slates, Authentics...and then add in Luggage, Kids, Accessories, Home...throw in special "lock-ups" for retailers like "Dockers HQ"...don't forget Petite. Or Woman. And how about we throw in proStyle just for fun.

What happens is that you have a highly fragmented brand image that DOES NOT hold together and the few media dollars that you spend are wasted through ineffective communications that would be much better served by an overall brand consistency. You want people to quickly and easily see that the Dockers brand is more than just the sum of its parts. And that its parts actually work together.

BRAND EXTENSIONS

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

WOMEN

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

PETITE

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

WOMAN

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

PREMIUM

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

GOLF

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

HOME

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

KIDS

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

ACCESSORIES

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

SHOES

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

LUGGAGE

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

UNDERWEAR

  
**DOCKERS**<sup>®</sup>  
SAN FRANCISCO

PLATINUM

New Dockers Logo - Brand Extensions



Logo - Application



Typefaces can communicate a lot about a brand.  
From simple to complicated.  
The Dockers brand has consistently been about simple. Basic. And easy.

Currently, Akzidenz Grotesk is the typeface for Dockers.

We suggest that you keep the simplicity but add a bit of style and character.  
Use Sackers Gothic. Make a change.

TYPEFACE

**Berthold Akzidenz Grotesk**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**

Current Dockers - Typeface

SACKERS GOTHIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

*sackers gothic english script*  
*abcdefghijklmnopqrstuvwxyz*

Color Palettes are another important brand communicator. Is it Pantone® 655 or Pantone® 289 that is the Dockers brand? What other colors should we use to identify Dockers communications?  
The answer is (currently) 655 and the other answer is a lot.

The Dockers color palette goes through changes each season. A color-wash here. A color-wash there. An innovation here. An innovation there. Womens needed to have their own blue and since 655 isn't "feminine" enough, it might as well be "custom." Throw in Premium green. A couple of different background shades/textures/what have you. A few more Innovations.  
And pretty soon you have one muddy palette.

Simplify.

Pick a few colors to represent the brand and use them with consistency. Your brand will look stronger, healthier and smarter. Certainly differentiate when you absolutely need to but there is no reason to use every color in the Crayola box. Let your color palette be the clothes.

COLOR PALETTES



New Dockers Color Palette

Oh, yes, advertising.

First thing to remember: Advertising works.

Second thing to remember: It only works when you actually do it.

Third thing to remember: And when you do it, do it smart.

Television is a great way to reach a massive amount of people with a very engaging form of communication that is effective in a time-tested manner. BUT, times are changing. People have TIVO. They “zap” commercials so they don’t have to see them. Cable TV has gone from a handful of channels to more channels than you would even want to watch. With that comes a highly fragmented audience that is harder and harder to reach. And let’s talk about the cost of actually producing a TV spot (not to mention the cost to run the spot). Dockers has gone from :60 seconds to :30 seconds to :15 seconds in length. How much can you really say in :15 seconds anyway? Save your money. Do it smart.

Use print. Use outdoor. Make a statement. Use your money to make an impact. Let people know that you are serious about being a lifestyle brand. A “wardrobe solution” if you will. Show them you have mens and womens and kids and shirts and shoes and accessories and home and luggage and all the other things that are “Dockers.” Show them your new logo. Say you are from San Francisco. Spend the money on a good photographer. Let them do their thing. Capture that moment. Who cares if you can’t see the whole entire pant? Add a line, maybe a tagline. Say something simple. Make people feel.

Make people feel nice.

ADVERTISING



*look. live. be. feel. nice.*

**DOCKERS**  
SAN FRANCISCO  
MEN

New Dockers Mens - Single Page Ad

DOCKERS - BRAND EVOLUTION  
15 OF 47



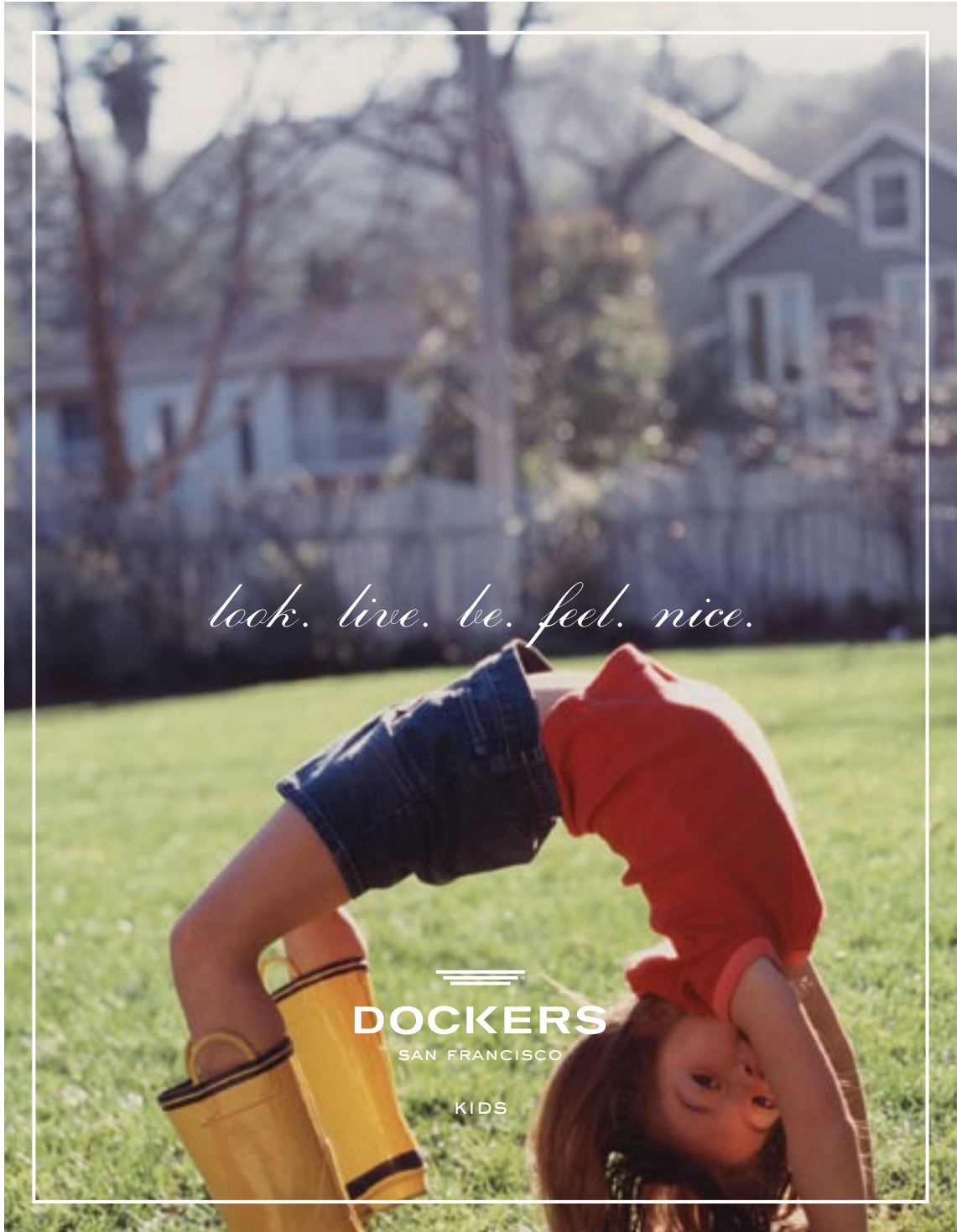
*look. live. be. feel. nice.*

DOCKERS<sup>®</sup>  
SAN FRANCISCO  
WOMEN

New Dockers Womens - Single Page Ad

DOCKERS - BRAND EVOLUTION  
16 OF 47





*look. live. be. feel. nice.*

DOCKERS  
SAN FRANCISCO  
KIDS

New Dockers Kids - Single Page Ad

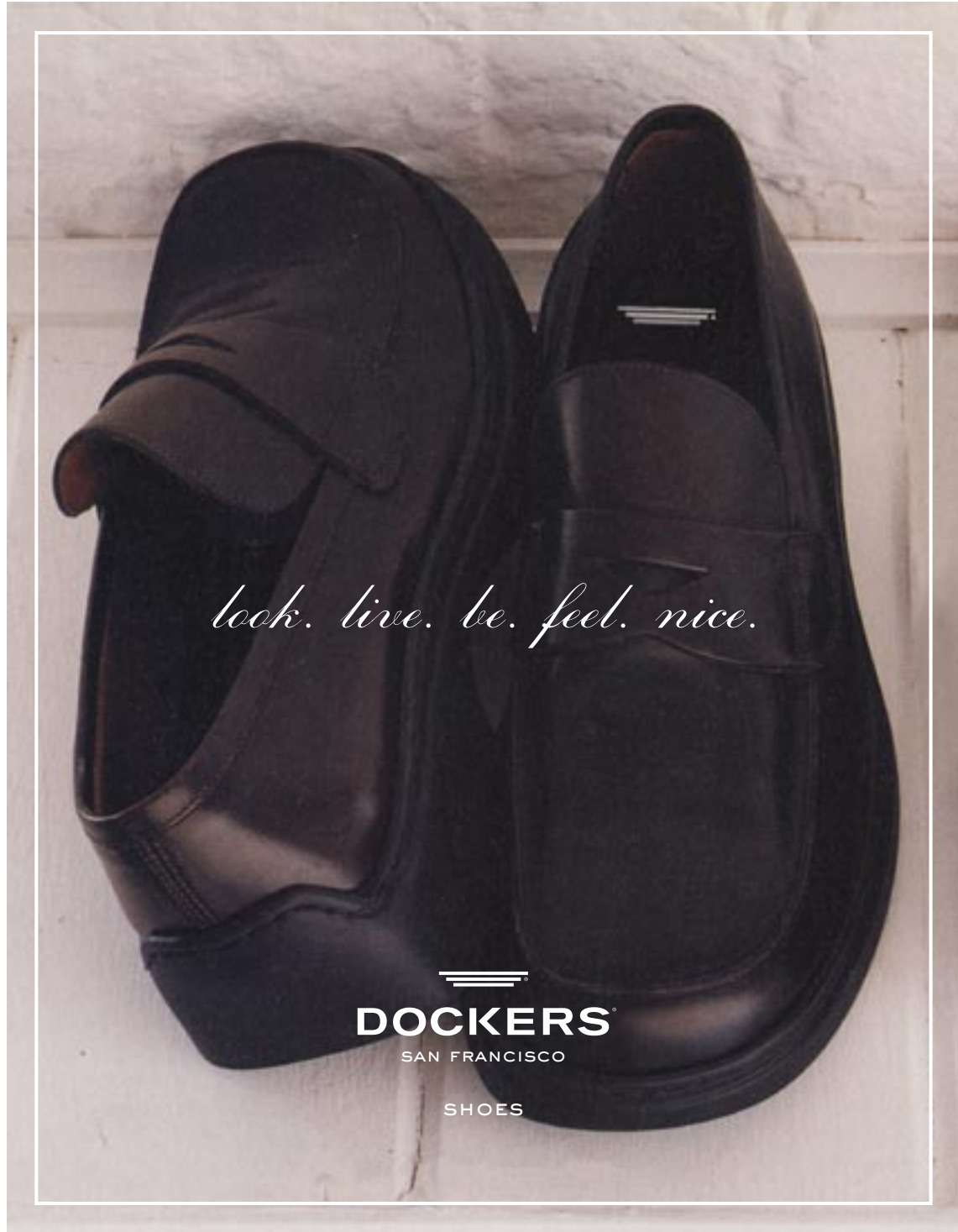
DOCKERS - BRAND EVOLUTION  
17 OF 47



*look. live. be. feel. nice.*

  
**DOCKERS**  
SAN FRANCISCO  
HOME

New Dockers Home - Single Page Ad



*look. live. be. feel. nice.*

**DOCKERS**  
SAN FRANCISCO  
SHOES

New Dockers Shoes - Single Page Ad



*look. live. be. feel. nice.*

**DOCKERS**  
SAN FRANCISCO  
GOLF

New Dockers Golf - Single Page Ad



*look. live. be. feel. nice.*

  
**DOCKERS**  
SAN FRANCISCO  
UNDERWEAR

New Dockers Underwear - Single Page Ad



*look. live. be. feel. nice.*

≡  
**DOCKERS**  
SAN FRANCISCO  
SHIRTS

New Dockers Shirts - Single Page Ad



*look. live. be. feel. nice.*

**DOCKERS**  
SAN FRANCISCO  
LUGGAGE


New Dockers Luggage - Single Page Ad

Packaging can be a complicated, messy, annoying, frustrating, and confusing piece of the whole brand puzzle. And that is just from the consumer's point-of-view. It's again time to get smart. Communicate what you need to. Be conscious. Make the packaging on your product an extension of your brand image. Be consistent. Use packaging to coordinate very different product offerings. Be simple. Create a system that helps the consumer make easy wardrobe buying decisions. Be smart. Don't re-invent the wheel. Just add a little grease, polish and essence. Tighten this. Loosen that. Let yourself believe it can be easy.

PACKAGING



800 DOCKERS  
dockers.com  
DOCKERS® is a registered trademark  
of Levi Strauss & Co.  
© 2004 Levi Strauss & Co.  
XXXX-XX




**ORIGINAL KHAKI**

Pleated – Cuffed  
Relaxed Fit  
Permanent Crease

**DOCKERS® INDIVIDUAL FIT®  
WAISTBAND**  
*An invisible extra inch*

**NO WRINKLES**  
*Minimizes wrinkles out of the dryer*



**32x34**  
Flat Front

**32x34**  
Flat Front

**32x34**  
Flat Front

**32x34**  
Flat Front

**32x34**  
Flat Front



XXX-XXX

XXX-XXX  
32x34



**32x34**  
Flat Front

253302221



0 52176 47499 4

This item may contain an anti-theft device.

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**MSRP \$48.00**

**32x31**  
100% Cotton  
Metro Pant  
Updated Fit  
Care on reverse  
Made in  
Dominican Republic



THE ONE AND ONLY DOCKERS®  
**INDIVIDUAL FIT®**  
← **WAISTBAND** →  
*An invisible extra inch*

**NO  
WRINKLES**  
*Minimizes wrinkles  
out of the dryer*

XXXX-XX  
 © 2004 LEVI STRAUSS & CO.  
 OF LEVI STRAUSS & CO.  
 DOCKERS IS A REGISTERED TRADEMARK  
 800 DOCKERS  
 DOCKERS.COM

# ORIGINAL KHAKI

PLEATED FRONT  
 CUFFED HEM  
 RELAXED FIT  
 PERMANENT CREASE

*with*  
**-INDIVIDUAL FIT WAISTBAND®-**  
 &  
**-NO WRINKLES-**



**DOCKERS®**  
 SAN FRANCISCO

32/34  
 PLEATED FRONT


32/34  
 PLEATED FRONT

32/34  
 PLEATED FRONT

32/34  
 PLEATED FRONT

32/34  
 PLEATED FRONT

32/34  
 PLEATED FRONT



XXXX-XX

XX-XXXX

32/34



32/34  
 PLEATED FRONT

253302221



0 52176 47499 4


THIS ITEM MAY CONTAIN  
 AN ANTI-THEFT DEVICE

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MSRP \$48

32/34

100% COTTON  
 ORIGINAL KHAKI  
 PLEATED FRONT  
 HEMMED CUFF  
 MADE IN  
 DOMINICAN REPUBLIC

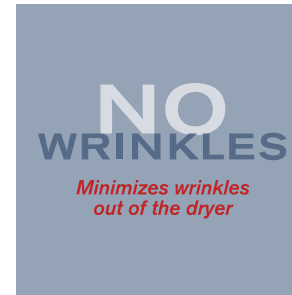
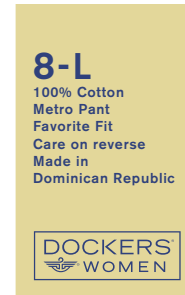


INDIVIDUAL  
 FIT  
 WAISTBAND®

AN INVISIBLE  
 EXTRA INCH

NO  
 WRINKLES

MINIMIZES WRINKLES  
 OUT OF THE DRYER



Current Womens Dockers - Packaging



New Womens Dockers - Packaging

Point-of-Sale. This is the “point” where the consumer, your customer, makes a buying decision.  
Should I buy this Dockers pant? How about the shirt? Does Dockers even make shirts?  
Am I a Dockers guy? What does Dockers even mean to me? Are they talking to me? Am I listening?  
If we did what we need to, we’d have a “sale.”

Customers come into the store. They are looking for something in particular. Or not. They are familiar with the Dockers brand. Or not. Perhaps they saw a recent ad and thought, hmmm, those pants look nice. They are inundated with images from other retailers. Which brand do they most relate to? Which one makes the connection to their lifestyle? They see racks and racks of clothing that may have a point-of-view. Or not. Some are on sale. Some are hanging. Others are folded. They want a simple pair of khaki pants but do they need or even want the kind that has Stain Defender? Pleats or Flat-front? Cuffed?

It’s easy.

22x28s are IMAGE pieces. They don’t need to feature an article of clothing. They are there to set a mood. Send a message like “Fall.” Or, “Leisure.” Or just plain “Beauty.” They are the wallpaper behind the brand. They change each season. They are impactful. They relate to the print ads. They also communicate that Dockers is more than just pants.

11x14s are a bit more specific. They feature product. Maybe not a head-to-toe shot, but rather a moment. A Dockers moment. A moment that people can relate to and want to be a part of. A simple “Original Khaki” tells people what’s in the picture. And that they are close to finding what they are looking for.

7x5.5s are the most specific point-of-sale communication piece. They communicate all the information that is on a particular product—much like a flasher, but a little bit bigger. It tells the customer that what is below this sign or next to it is exactly what they have been looking for.

POINT-OF-SALE



# ORIGINAL KHAKI



ORIGINAL KHAKI  
Pleated  
Classic Fit  
Permanent Crease

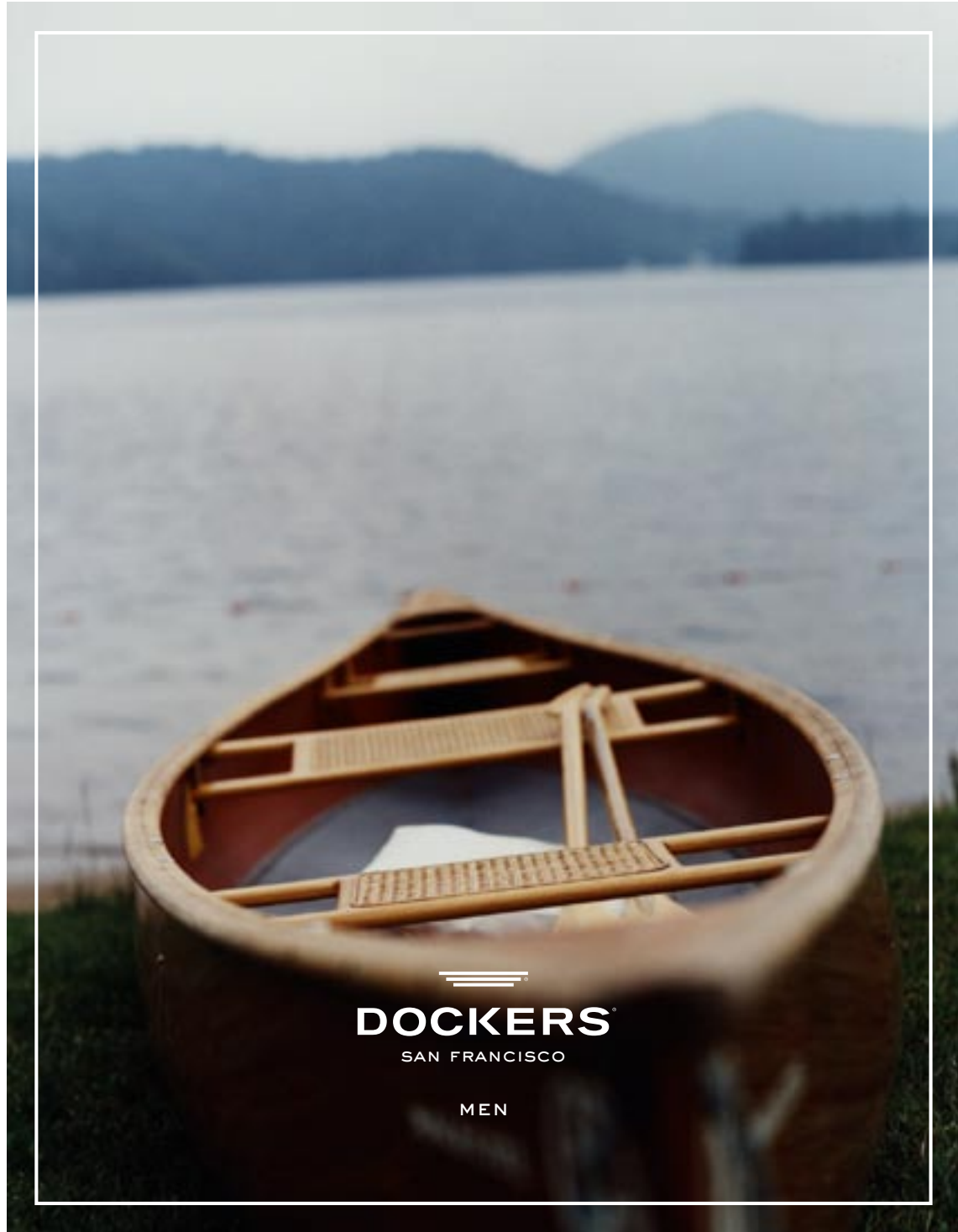


CLASSIC FIT  
Permanent Crease

ORIGINAL KHAKI

PLEATED

Current Mens Dockers - Point of Sale



  
**DOCKERS**  
 SAN FRANCISCO  
**ORIGINAL KHAKI**  
 PLEATED FRONT  
 CUFFED HEM  
 RELAXED FIT  
 PERMANENT CREASE  
*with*  
**-INDIVIDUAL FIT WAISTBAND -**  
 &  
**-NO WRINKLES-**

New Mens Dockers - Point of Sale

**DOCKERS**  
WOMEN

## METRO CAPRI



**DOCKERS**  
WOMEN

### Metro pant

Nouveau Fit  
Sits Below Natural Waist  
Slightly Straighter Through Hip and Thigh



**DOCKERS**  
WOMEN

### NOUVEAU FIT

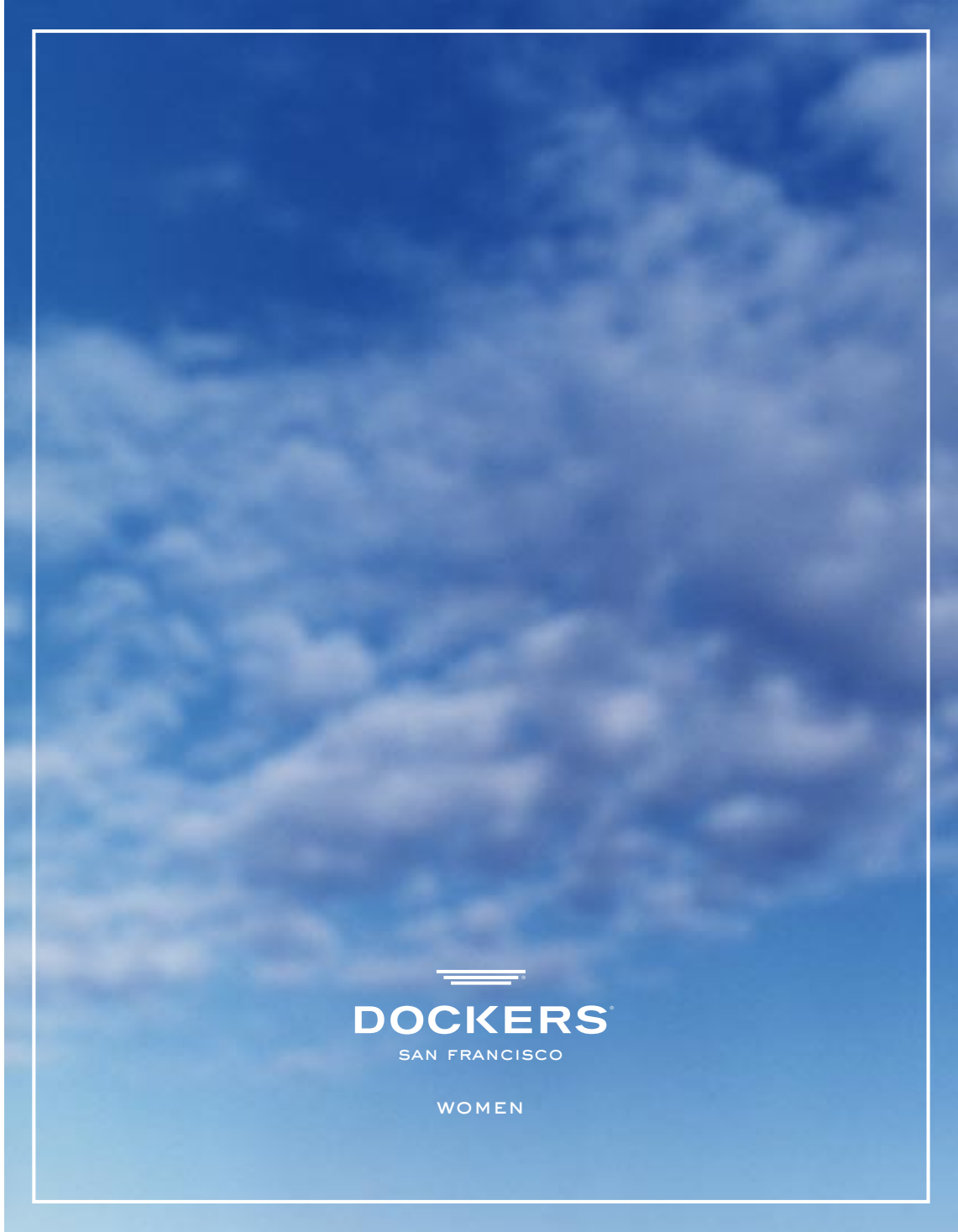
Sits Below Natural Waist  
Relaxed Through Seat and Thigh

## METRO PANT

NO WRINKLES  
MACHINE WASHABLE  
COLORBOND\* ON DARKER COLORS

Current Womens Dockers - Point of Sale





New Womens Dockers - Point of Sale

Often overlooked and amazingly under utilized is:

[www.dockers.com](http://www.dockers.com)

The simple screen shots of the main page and first men's page are woefully lackluster in their presentation of the Dockers brand image and lifestyle. It's time to make some changes.

It's the future you know.

WEBSITE

**proStyle™** Innovation #4

Shirts and Pants That Do It All.

See How it Works ▶



Stain Defender™

Visit Our Fitting Room

Find Your Size to get the Perfect Fit!

Try It On! ▶

My Virtual Model

**Pants**

Featured Items

Pants by FIT

- Classic
- Relaxed
- Loose

Pants by Style

- Pleated
- Flat Front

Pants by Performance

- Stain Defender™
- Individual FIT®
- No Wrinkle
- ColorBond®

**Big & Tall**

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Search By

- Available Online
- All Pants



Pants

For Every Occasion; Stylish Looks Packed with Performance

Holiday's Best Bets



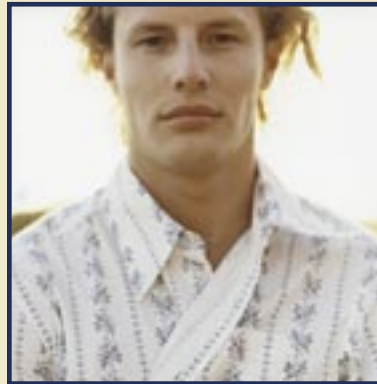
Current Dockers - Website

**DOCKERS**  
SAN FRANCISCO

MEN WOMEN KIDS ACCESSORIES HOME LUGGAGE PREMIUM



*look. live. be. feel. nice.*



**ORIGINAL KHAKI**

PLEATED FRONT, CUFFED HEM, RELAXED FIT, PERMANENT CREASE with *INDIVIDUAL FIT WAISTBAND* - & -NO WRINKLES-

BUY ONLINE @ **ROBINSONS·MAY**

**BACK TO SCHOOL:**  
QUICKLY FIND QUALITY CLOTHING  
FOR SCHOOL AND PLAY

**INTRODUCING:**  
DOCKERS LUGGAGE  
with *STAIN DEFENDER*

STOREFINDER HELP SITEMAP PRIVACY POLICY LS&CO. SITES

**DOCKERS**  
SAN FRANCISCO

MEN WOMEN KIDS ACCESSORIES HOME LUGGAGE PREMIUM



**THE NEW  
K-I KHAKI**  
*from*  
DOCKERS  
PREMIUM AUTHENTICS

**K-I KHAKI**

RELAXED FRONT, MILITARY STYLING, CARGO POCKETS *from* DOCKERS PREMIUM AUTHENTICS

BUY ONLINE @ **ROBINSONS·MAY**

**BACK TO SCHOOL:**  
QUICKLY FIND QUALITY CLOTHING  
FOR SCHOOL AND PLAY

**INTRODUCING:**  
DOCKERS LUGGAGE  
with *STAIN DEFENDER*

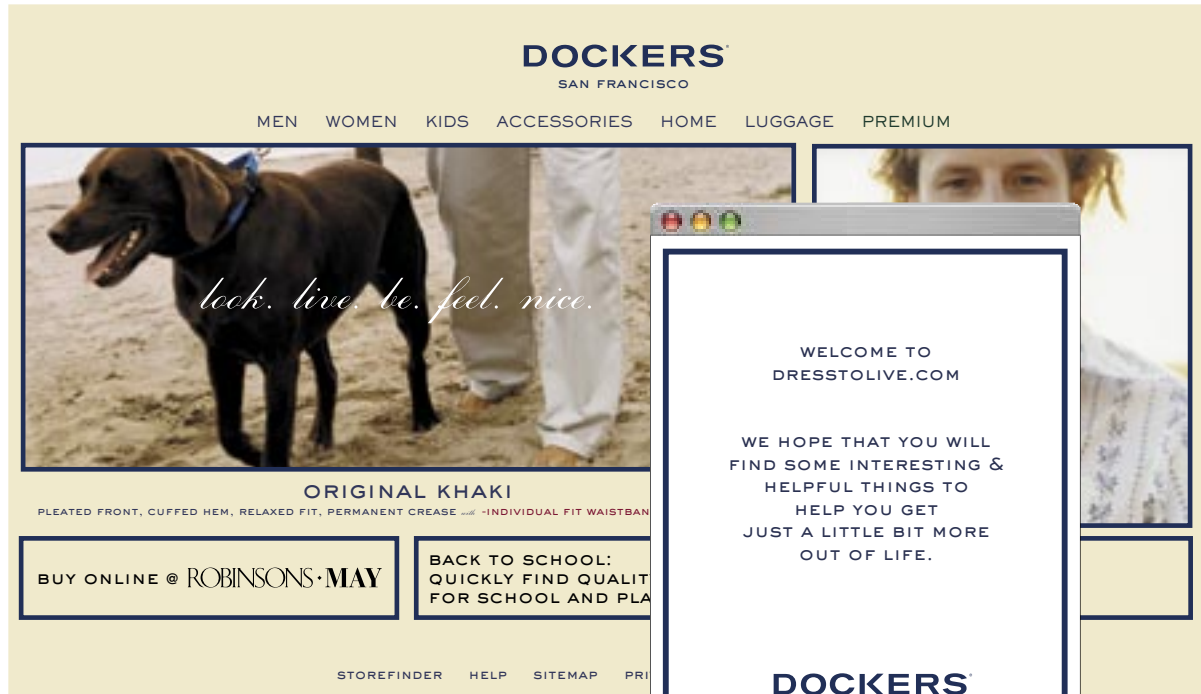
-100-  
WAYS TO PUT MORE LIFE  
IN YOUR LUNCH-HOUR

▲ 05 INTRODUCE YOURSELF TO A STRANGER ▼



STOREFINDER HELP SITEMAP PRIVACY POLICY LS&CO. SITES

New Dockers - Website



WELCOME TO  
DRESSTOLIVE.COM

WE HOPE THAT YOU WILL  
FIND SOME INTERESTING &  
HELPFUL THINGS TO  
HELP YOU GET  
JUST A LITTLE BIT MORE  
OUT OF LIFE.

**DOCKERS**  
SAN FRANCISCO

WEEK | 1 2 3 4 5 6 7 8 9 10 11 12

SURE YOU CAN READ  
"THE TIPPING POINT" DURING  
YOUR LUNCH BREAK AND  
BE READY TO QUOTE  
YOUR LATEST LEARNINGS  
IN THAT AFTERNOON MEETING -  
BUT WHY DON'T YOU READ  
SOMETHING THAT COULD  
REALLY FILL YOUR SOUL?

"ON THE ROAD" BY JACK  
KEROUAC IS A CLASSIC  
NOVEL OF FREEDOM AND  
LONGING, DEFINING WHAT IT  
MEANT TO BE "BEAT" AND

WEEK | 1 2 3 4 5 6 7 8 9 10 11 12

SAN FRANCISCO HAS  
INSPIRED MANY A MUSICAL  
NOTE AND WE THOUGHT  
IT WOULD BE NICE TO  
SHARE SOME OF THESE  
TRACKS WITH YOU.

01 CALIFORNIA DREAMIN  
JOSE FELICIANO

02 UP WITH PEOPLE  
LAMECHOP

03 MANTECA  
BY THE THE

WEEK | 1 2 3 4 5 6 7 8 9 10 11 12

THE FRENCH LAUNDRY  
IS A FAMOUS NAPA VALLEY  
RESTAURANT.

WE THOUGHT YOU MIGHT  
APPRECIATE AN EXCLUSIVE  
RECIPE FROM CHEF  
THOMAS KELLER

SHRIMP WITH GARLIC & LEMON  
SERVES FOUR  
PREP TIME: 15 MINUTES  
COOK TIME: 15 MINTUES

4 TABLESPOONS BUTTER  
3 GARLIC CLOVES, MINCED  
1/2LB. SHRIMP, PEELED & DEVEINED  
1/3 CUP FRESH LEMON JUICE

WEEK | 1 2 3 4 5 6 7 8 9 10 11 12

LEVI STRAUSS & CO. HAS  
AN AMAZINGLY RICH HISTORY  
WITH DEEP ROOTS IN  
SAN FRANCISCO.

THE FIRST PAIR OF JEANS  
MADE IN 1873 CAME  
FROM HERE AND THE  
BRAND KNOWN AS DOCKERS.

BAVARIAN LEVI STRAUSS  
SAILED TO THE UNITED  
STATES IN 1947, AFTER  
BECOMING AN AMERICAN  
CITIZEN IN NEW YORK, HE

WEEK | 1 2 3 4 5 6 7 8 9 10 11 12

UNTIL THE 1800S,  
MANY NORTHERN CALIFORNIA  
COASTAL VALLEYS WERE  
COVERED WITH COAST REDWOOD  
TREES SIMILAR TO THOSE  
NOW FOUND IN MUIR WOODS  
NATIONAL MONUMENT.

"THIS IS THE BEST TREE-LOVERS  
MONUMENT THAT COULD  
POSSIBLY BE FOUND IN ALL  
THE FORESTS OF THE WORLD".  
DECLARED CONSERVATIONIST  
JOHN MUIR WHEN DESCRIBING  
THE MAJESTIC COAST  
REDWOODS OF MUIR WOODS.

WEEK | 1 2 3 4 5 6 7 8 9 10 11 12

New Dockers - Website - dresstolive.com

Premium.

This is the best of the best that the Dockers brand has to offer. It should be special and different and unique. It should represent the basic heart and soul of the Dockers image. A little bit more upscale. A little more sophisticated. A little special. And a lot different. But not too different.

Premium uses green.

Premium uses black and white photography.

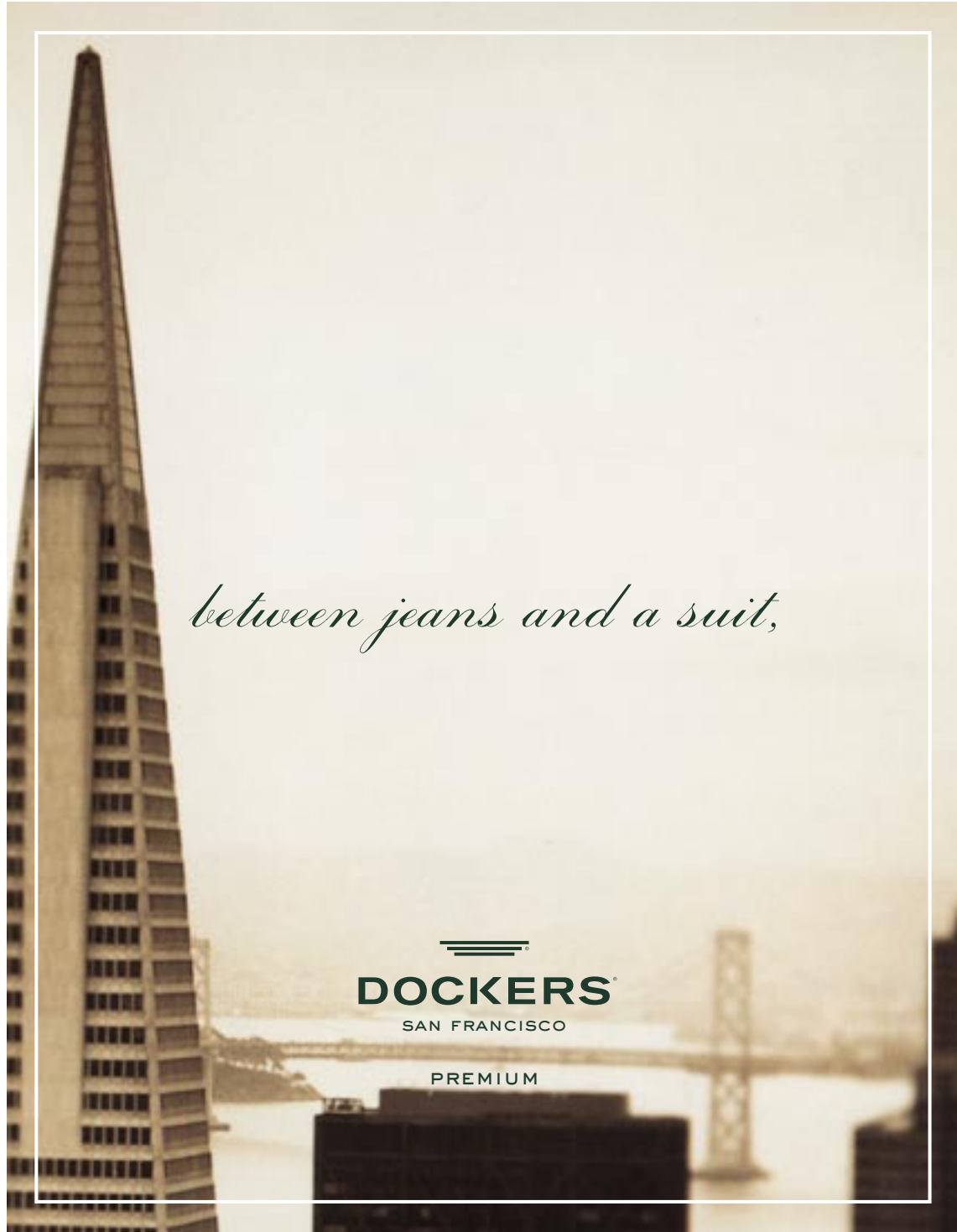
Premium doesn't use models.

Premium celebrates the fact that it comes from San Francisco.

Premium is pure Dockers.

Premium is...

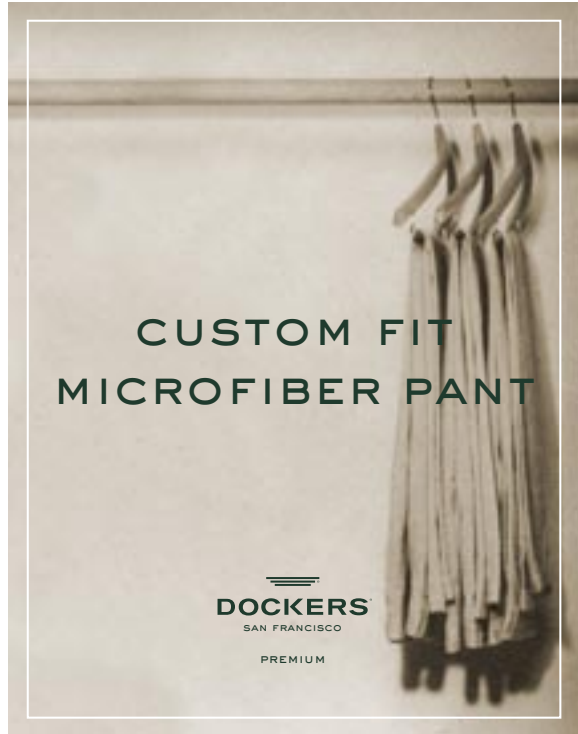
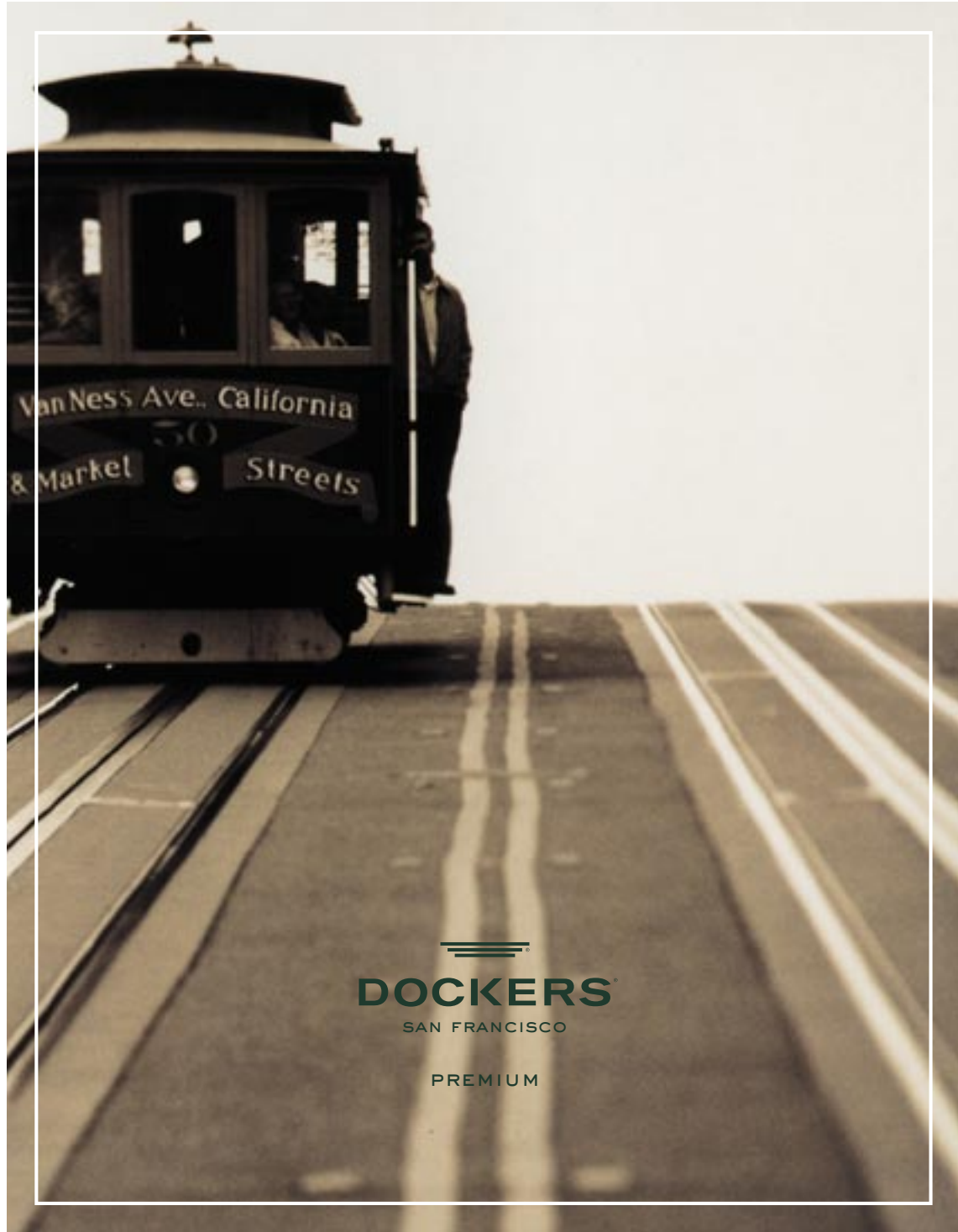
PREMIUM



*between jeans and a suit,*

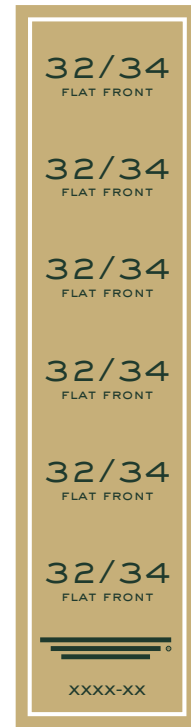
— — —  
**DOCKERS**  
SAN FRANCISCO  
PREMIUM

New Premium Dockers - Single Page Ad

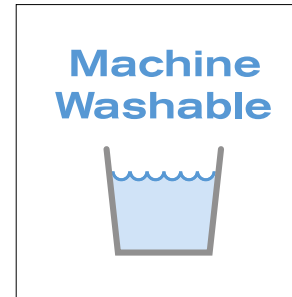


New Premium Dockers - Point of Sale





New Premium Dockers - Packaging



Current Premium Dockers - Packaging



# CUSTOM FIT MICROFIBER PANT



## CUSTOM FIT MICROFIBER PANT

Flat Front  
Relaxed Fit



## RELAXED FIT

Flat Front  
100% Worsted Wool

### CUSTOM FIT MICROFIBER PANT

INDIVIDUAL FIT WAISTBAND

Current Premium Dockers - Point of Sale

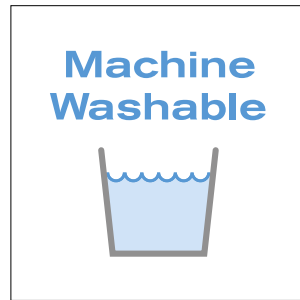
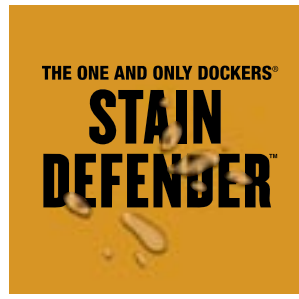
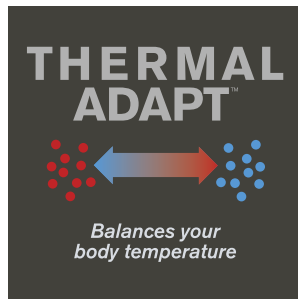
Who cares that my pants resist stains? Or that they have Wrinkle Defiance? Or No Wrinkles?  
Or that you never have to iron them? Huh? Spot Lifter vs. Stain Defender.  
Machine Washable vs. Machine Washable Dress Fabric. Huh?

It's not that Innovations aren't important. It's not that people don't want them. It's not that retailers don't need "new news." It's that they are too complicated to understand and decipher and figure out for the customer. They just have come to play a much too important part of the Dockers world. Innovation Icons have played much too important of a part in communications—from presence on the floor in point-of-sale materials to entire :15 second TV commercials dedicated to Wrinkle Free, or No Wrinkles, or Wrinkle Defiance, or was that Never-Iron Cotton?

Innovations are important. They are a part of what sets the Dockers brand apart from the competition. But they need to be coordinated appropriately and smartly. You don't need a different "icon" for each one, but maybe you do need a little, simple hangtag that simply tells what Innovations that garment has. Add a bit of consistency in how you deal with them and all of a sudden the communication becomes a lot more effective. Use them as a whole. Present them as a family. Make them a part of your brand. Give consumers the information they need in a clean, simple, easy-to-understand way.

Let yourself see just how "Innovative" you as a Dockers brand can be.

INNOVATIONS



**THERMAL ADAPT™**

BALANCES YOUR BODY TEMPERATURE

**MACHINE WASHABLE DRESS FABRIC**

NO NEED TO DRY CLEAN

**INDIVIDUAL FIT WAISTBAND®**

AN INVISIBLE EXTRA INCH

**NEVER-IRON™ COTTON**

STRAIGHT FROM THE DRYER WITH A DRY-CLEANED LOOK

**STAIN DEFENDER®**

REPELS SPILLS, DEFENDS AGAINST STAINS

**SPOT LIFTER™**

LIFTS MOST STAINS DURING WASH CYCLES

**ALL-MOTION COMFORT™ FABRIC**

BE FLEXIBLE

**WRINKLE DEFIANCE™**

RESISTS WRINKLES ALL DAY LONG

**COLOR BOND®**

RESISTS FADING

**COOL EFFECTS™**

KEEPS YOU FEELING COOL AND DRY

**NO WRINKLES**

MINIMIZES WRINKLES OUT OF THE DRYER

**PERSPIRATION GUARD™**

GUARDS AGAINST PERSPIRATION MARKS

**REFRESH ACTION™**

KEEPS YOUR SHIRT SMELLING FRESH

**MACHINE WASHABLE**

THROW IT IN AND TAKE IT OUT

The Dockers® Thermal Adapt™ benefit uses Smart Fabric Technology™ by Outlast, originally developed for NASA. It keeps you comfortable by absorbing body heat when you're active—and then releasing it when you're not.



With Dockers® Wrinkle Defiance™ technology, many wrinkles never even appear, so your clothes look great all day long. For best results, hang pants overnight.

No need to dry clean. These Dockers® dress pants are 100% machine washable. Your dry cleaner will never have been so bored.



Now you can show your true colors, time and time again. Dockers® ColorBond™ technology makes your clothes fade-resistant. So colors stay bright, even after repeated washings. Just one more way to keep life colorful.

A waistband technology that allows these pants to give at least 1 inch in the waist for a greater level of comfort and an individually precise fit. Try them on and feel the difference.



Look cool even when things warm up. Dockers® Cool Effects technology wicks moisture away from the fabric, so all you feel is dry and comfortable, all day long.

This exclusive Dockers® innovation is a 100% cotton pant that comes straight from the dryer with a dry-cleaned look and stays that way virtually all day long. Finally stylish pants with the fresh look of 100% cotton—without the inevitable wrinkled appearance. For best results hang pants overnight.



Thanks to Dockers® No Wrinkles technology, your Dockers® clothes will look great, straight from the dryer. Garment doesn't need ironing if removed directly after dryer has stopped cycling.

This soft, comfortable fabric is treated with DuPont™ Teflon® fabric protector. This innovative treatment minimizes staining by repelling many spills. Semi-liquid and liquid spills will bead up on the surface of the fabric and should be blotted off and machine washed to remove residual spots.



No sweat. At least it looks that way. Dockers® Perspiration Guard™, based on 3XDry® technology, wicks moisture away from the body, minimizing the appearance of perspiration marks. In addition, the garment's exterior resists water.

Lifts most stains during wash cycle. With Dockers® Spot Lifter™ technology, most clothing stains vanish in the washing machine.



It's time to get fresh. Introducing Dockers® Refresh Action™, a new odor-resistant technology that keeps your shirt fresher, longer.

With Dockers® All-Motion Comfort™ fabric, your clothes move with you, no matter where you need to go.

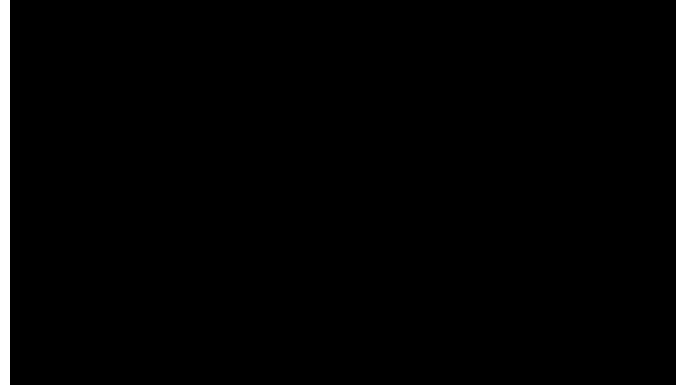


No need to dry clean. This piece of Dockers® clothing can go right from your hamper into the washing machine and then into the dryer. See label for additional care instructions.



### INNOVATION GUIDE

USE THIS INFORMATIVE GUIDE TO HELP YOU FIND THE CLOTHING THAT IS RIGHT FOR YOU.



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