

FALL 19
concepts

Coldwater Creek®



one
Brand

one
Customer

one
Vision



July

words

Sun-kissed, airy

colors

Light & dusty

voice

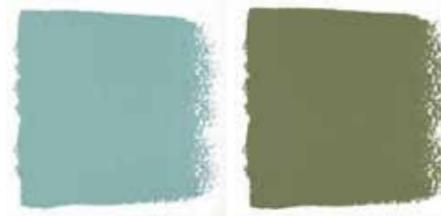
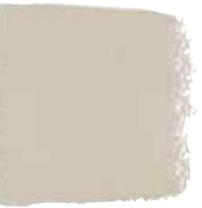
Rays of sunshine gently stream through the window
awakening your senses. There is a happiness reflected in
the blushing pastels of the sky above
as you prepare to embrace the day ahead.
Delight in sun-kissed hues and airy fabrics
reminiscent of a fresh summer breeze.
Coldwater Creek – Inspired by nature. Inspired by you.

july



*"Adopt the pace of nature:
her secret is patience."*

- RALPH WALDO EMERSON





words

Crisp, clean

colors

Blues

voice

“Oh, the summer night, has a smile of light,
and she sits on a sapphire throne.”

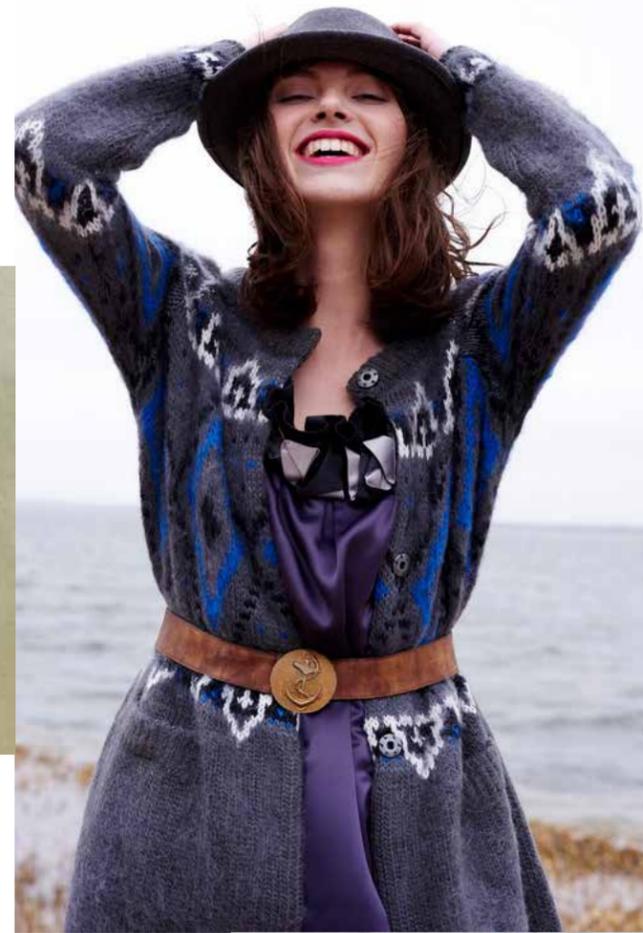
– Barry Cornwall

As the end of summertime nears, you relish
those final days of porch swings, tending gardens and
walking barefoot in the grass. But you also look ahead
to a refreshing new season filled with clear,
crisp days and vibrant blue skies.

Coldwater Creek – Inspired by nature. Inspired by you.

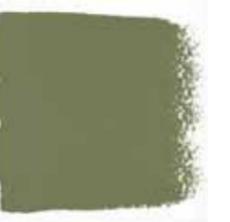
august

august



"The beauty of the natural world lies in the details."

- NATALIE ANGIER



model shoot

- NORFOLK, ENGLAND
- OPEN FIELD
- STONE BEACHES
- BEAUTIFUL MARSHES
- WOODEN SHACK

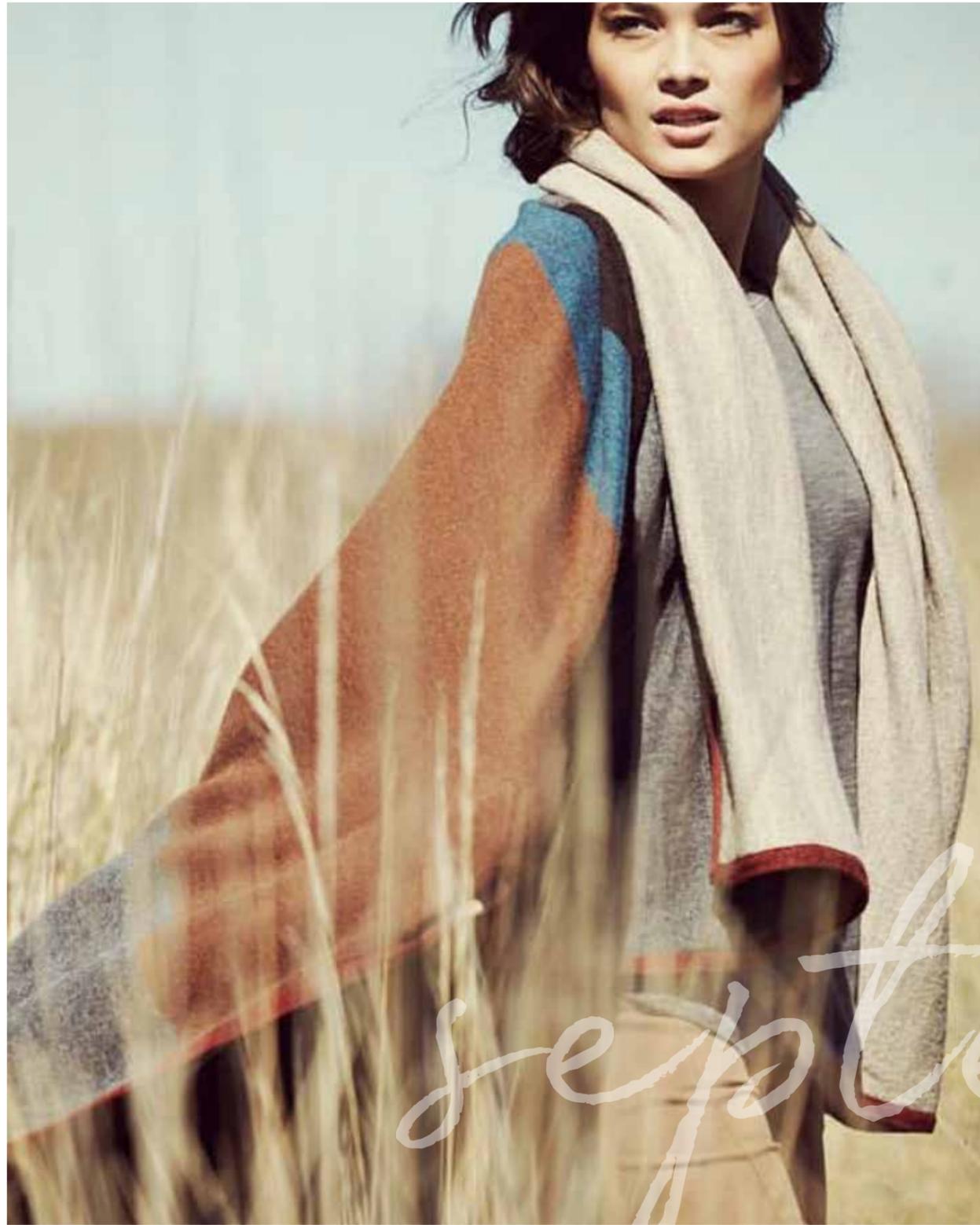


ALL IN THE MIX

Celebrate beautiful textures by layering knits, cardigans and jumpers for a wardrobe that feels huggably soft and deliciously luxe.

- A. ALPACA BLEND OVERSIZED SNOOD - 47% alpaca, 38% wool, 15% cashmere. Cool hand wash. Mid Grey Marl One size. APC01-275
- B. SPECKLED UNLINED CARDIGAN COAT - 100% wool. Dry clean only. One size. £199
- C. BOUCLE JUMPER - 17% wool, 28% acrylic, 27% viscose, 28% nylon, 2% elastane. Washable wool free. Camel. S, M, L, XL, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.





words

Rich, warm, inviting

colors

Golds/browns/autumnal

voice

As the leaves on the trees transition to rich golds and browns, so does our color palette of unique, nature-inspired clothing. Welcome the season in saturated hues that warm the heart and delight the senses.

Coldwater Creek – Inspired by nature. Inspired by you.

september

september

"Nature always wears
the colors of the spirit."

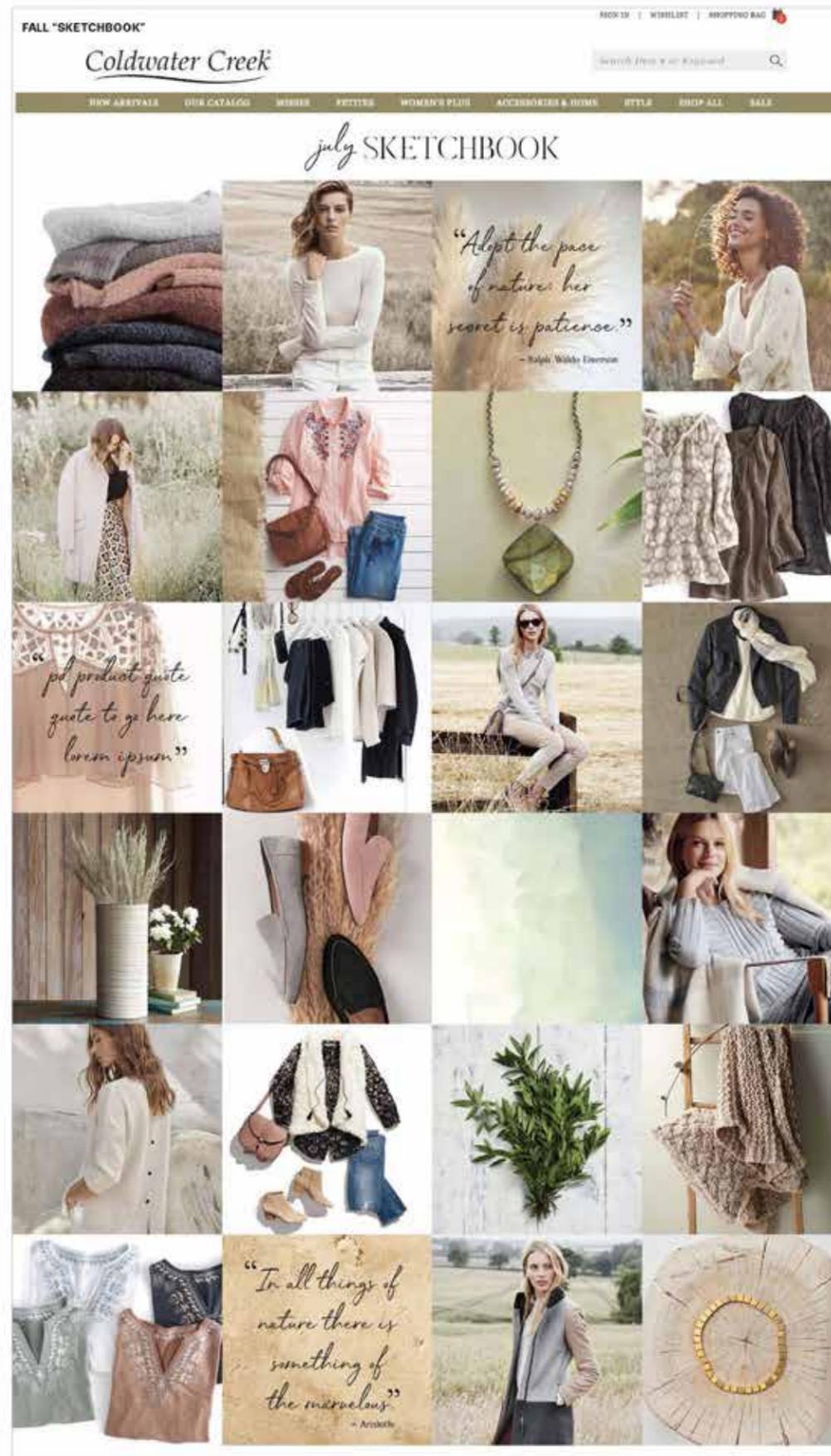
- RALPH WALDO EMERSON



the SKETCHBOOK

Coldwater Creek was inspired by a walk in the woods and the incredible splendor of the Northwest. Our founders took a mental "sketch" of the truly special things they felt, touched, heard, saw and tasted there. Then, they set out to create clothing that made women feel more connected to nature – and themselves.

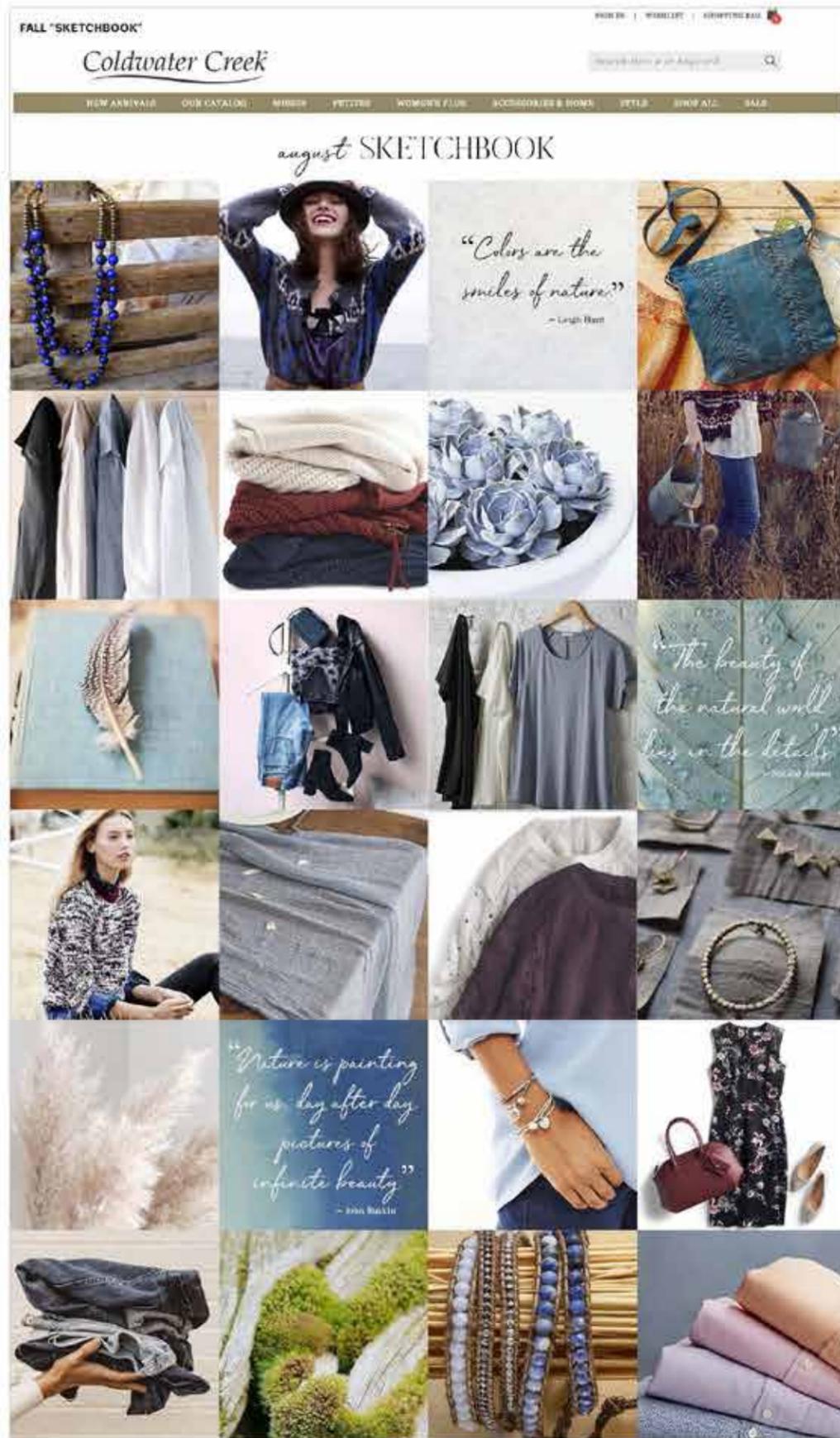
Through nature quotes and imagery – and captivating product shots – our Sketchbook will take customers back to the natural places in her life she loves whenever she wants to go. Our hope is that it will inspire her, elevate her spirits and cultivate her curiosity.



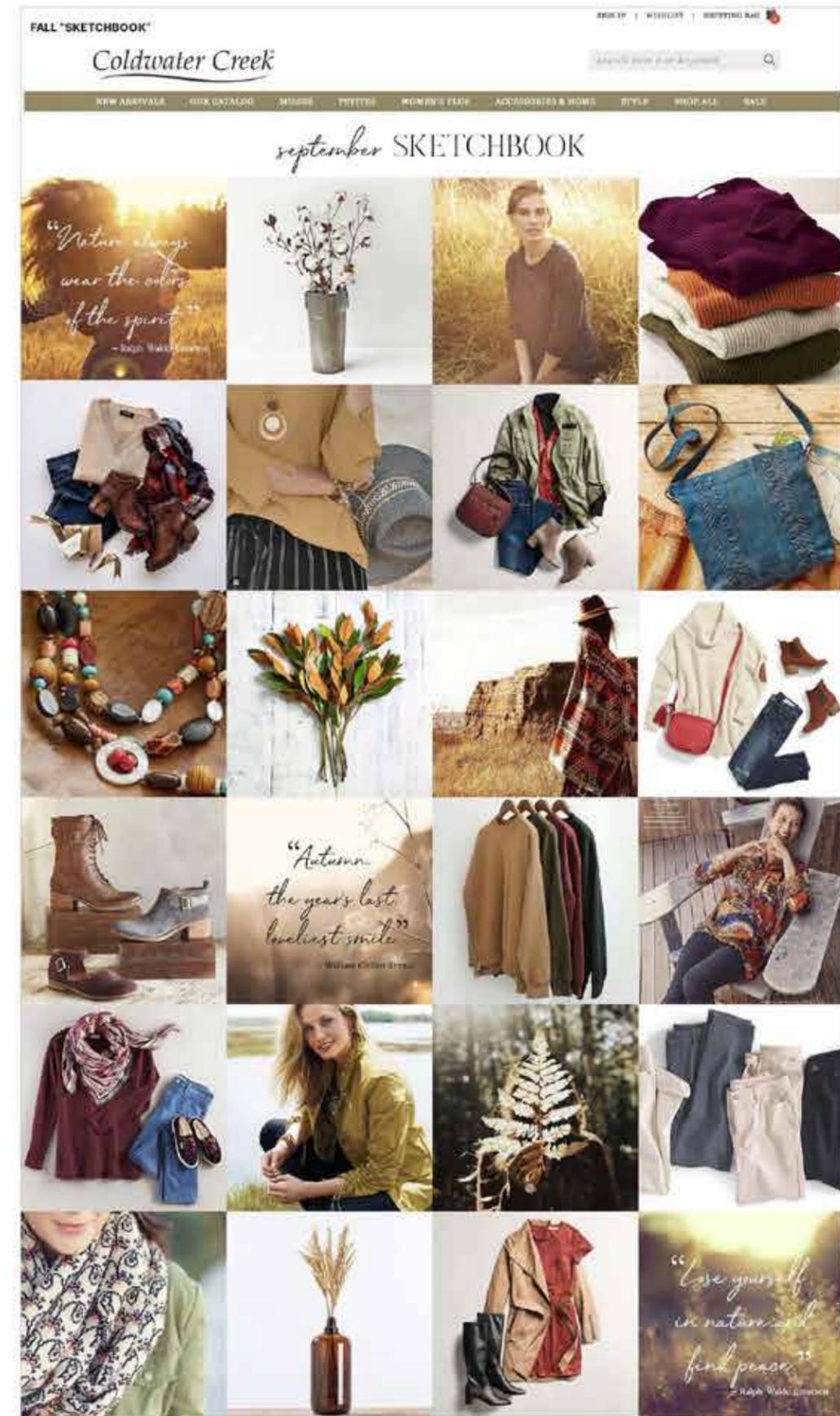
landing page - July



email - July



landing page - August



landing page - September



YOUR *natural* FIT

Special Sizes

You know what you want, what you need, where you've been and where you're going. And we know there are a lot of choices out there, but you chose us, and that means so much. No matter where you are in your journey, we are here for you - with the unique clothing that fits your life, your style and your silhouette.

Petites

"No two persons have the same mind or the same body."

- Swami Vivekananda

Many of our styles are available in petite sizes. Find the perfect fit compliments of shorter torsos, hemlines, sleeve lengths and inseams.

Women's Plus

"No two individuals are ever the same. You cannot equate people.

You can only create equal opportunity?" - Jaggi Vasudev

Every woman - regardless of age or size - deserves unique styles that she loves. That's why most of our styles are available in women's plus sizes.

Talls

"Stand tall, stand proud. Know that you are unique and magnificent.

You don't need the approval of others?" - Jonathan Lockwood Hue

Many of our pant styles are offered in Tall sizes for women who prefer longer inseam lengths.

homepage

Artful Details
shop embroidery

Mother's Day Gift Guide
shop collection

We are here for you with the *unique* clothing that fits your life, your style and your silhouette.

[Misses](#) • [Petites](#) • [Women's Plus](#)

Get special offers & news on the latest styles [SIGN UP!](#)

CUSTOMER SERVICE	SHOPPING	MY ACCOUNT	ABOUT US	FOLLOW US
TRACK YOUR ORDER	NEW ARRIVALS	ORDER STATUS	OUR STORY	
CONTACT US	OUR CATALOG	COLDWATER CREEK CREDIT CARD	OUR STORES	
SHIPPING & RETURNS	MISSSES	ABOUT TRACKING	COLDWATER CARES	
REQUEST A CATALOG	PETITES		CAREERS	
SHOP OUR ONLINE CATALOGS	WOMEN'S PLUS			
SIZE CHARTS	ACCESSORIES & HOME			
FAQS	SHOES			
	COLLECTIONS			
	SALE			
	OUTLET			

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category page

KNIT DENIM UP | CHECK YOUR ORDER | SIGN IN | SHIPPING INFO

Coldwater Creek

NEW ARRIVALS | OUR CATALOG | MISSSES | PETITES | WOMEN'S PLUS | ACCESSORIES & HOME | SHOES | SALE | OUTLET | GIFT GUIDE

HOME | MISSSES | JEANS

MISSSES

- KNIT TOPS
- SHIRTS & BLOUSES
- WEATERS
- DRESSES
- PANTS & SHORTS

JEANS

- KNIT DENIM
- THE CREEK
- VIEW ALL
- JACKETS & VESTS
- OUTERWEAR
- SKIRTS
- INTIMATE APPAREL
- SLEEPWEAR & LOUNGEWEAR
- SWIM

New Arrivals
jeans

Knit Denim

ALSO IN TALL SIZES

Knit Denim Straight-Leg Jeans
\$59.95 - \$89.95
★★★★☆ 3.9 (961)
[View All Colors \(16\)](#)

ALSO IN TALL SIZES

Knit Denim Pull-On Slim-Leg Jeans
\$59.95 - \$89.95
★★★★☆ 4 (472)
[View All Colors \(15\)](#)

Knit Denim Cropped Jeans
\$39.95 - \$79.95
★★★★☆ 3.9 (174)

Knit Denim Ankle Jeans
\$39.95 - \$89.95
★★★★☆ 4.2 (112)
[View All Colors \(8\)](#)

Knit Denim Pull-On 15" Shorts
\$62.95 - \$72.95
★★★★☆ 0 (0)

We are here for you with the *unique* clothing that fits your life, your style and your silhouette.

The Creek

ALSO IN TALL SIZES

The Creek® Slim-Leg Jeans
\$79.95 - \$89.95
★★★★☆ 4 (143)

ALSO IN TALL SIZES

The Creek® Slim-Leg Jeans
\$79.95 - \$89.95
★★★★☆ 4.2 (85)

The Creek® Hummingbird Delight Cropped
\$89.95 - \$99.95

email banner

We are here for you with the *unique* clothing that fits your life, your style and your silhouette.

[Misses](#) • [Petites](#) • [Women's](#) • [Tall](#)

your journey your way
(NOW + LAYER)

july

YOUR JOURNEY YOUR WAY.

Discover our styles beyond the season... layer them with pieces that reflect your *personal* style for year round appeal.

NOW



& LAYER



← lovely layers



ADD A SCARF



OR A CARDIGAN!



august

YOUR JOURNEY YOUR WAY.

Unique clothing that takes you from season to season – just layer on your own *distinctive* style!

NOW



& LAYER



september

YOUR JOURNEY YOUR WAY.

Delight in our *artful* and *unexpected* clothing all year long.
You add the accents that capture your unique personality.

NOW

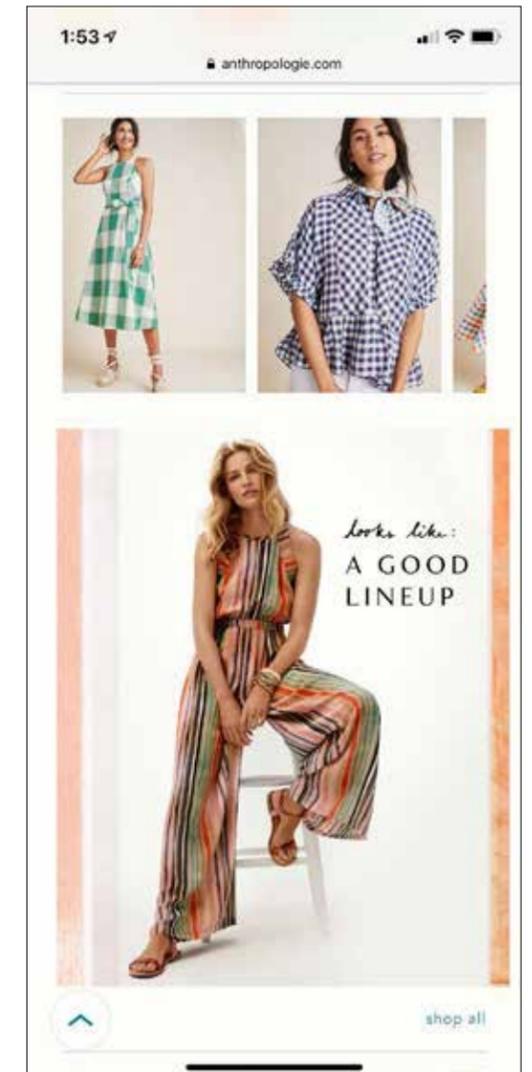
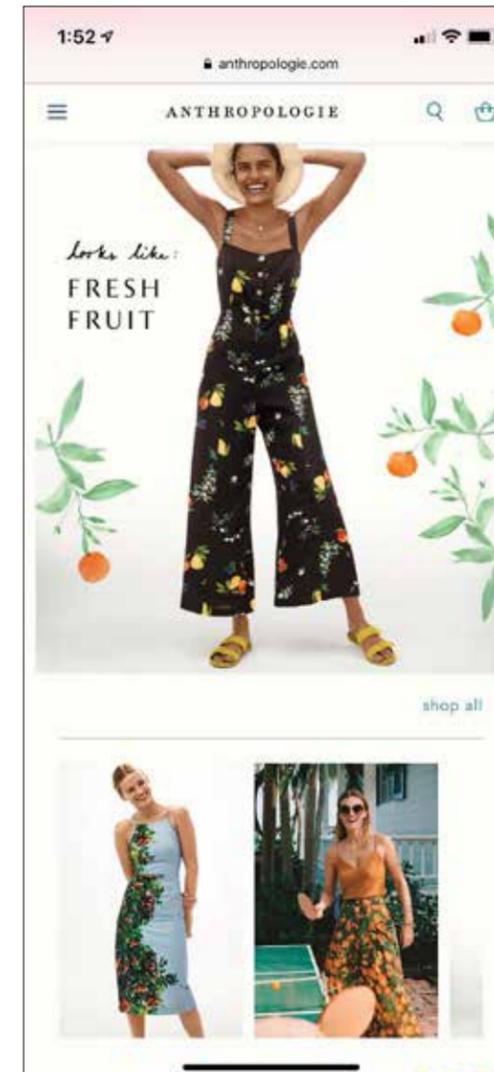
& LAYER



IT'S A *natural fact...*
ARTFUL EMBROIDERY CREATES A UNIQUE LOOK



EXAMPLE PHOTOGRAPHY



EXAMPLE EXECUTION
Feature item with carousel below

campaigns

denim

SHOP

FEATURE WAIST-DOWN PHOTOGRAPY, MODEL IMAGES AND DENIM DETAILS TO INSPIRE HER TO SHOP DENIM THROUGH EMAILS, BRAND SKETCHBOOK AND STORE SIGNAGE.



"Denim is a love
that never fades."
- ELIO FIORUCCI

tee

AND
TOP
SHOP

WHAT MAKES
OUR TEES SPECIAL?

HIGHLIGHT RANGE
OF SHAPES, STYLES
AND DETAILS.



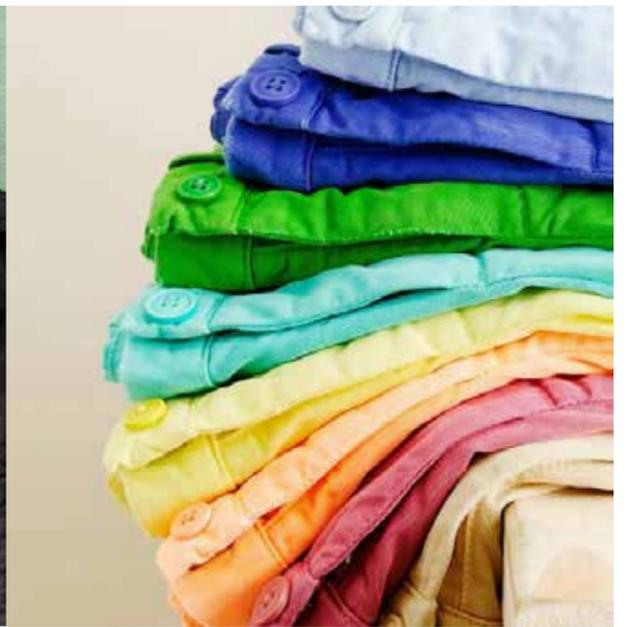
*"The beauty of the
natural world lies
in the details."*

- NATALIE ANGIER



color RUNS

CREATE AND INSPIRE
THROUGH SOFT STACKS
OF TEXTURE, SCHMEARS
OF COLOR, AND CLOSE UP
LAYDOWNS OF PRODUCT
IN MULTIPLE COLORWAYS

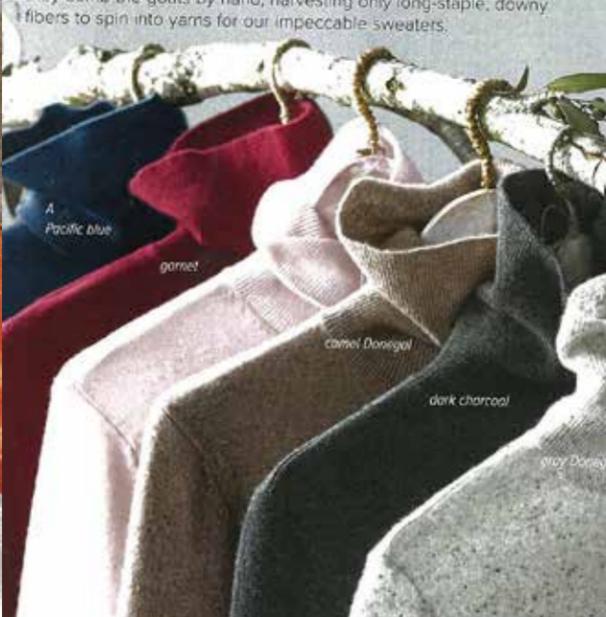


*"Colors are the
smiles of nature."*
- LEIGH HUNT

color

RUNS

CREATE AND INSPIRE
THROUGH SOFT STACKS
OF TEXTURE, SCHMEARS
OF COLOR, AND CLOSE UP
LAYDOWNS OF PRODUCT
IN MULTIPLE COLORWAYS



"Colors are the
smiles of nature."
- LEIGH HUNT

A piece of brown, textured paper with irregular, torn edges is centered on a light-colored wooden surface. The paper has a mottled appearance with some darker spots and creases. The text "AN ECLECTIC MIX" is printed in a black, serif, all-caps font in the center of the paper. The wooden background shows a clear grain pattern.

AN ECLECTIC MIX

prints & pattern:

in the mix

JULY

We will use a mix of close-ups, laydowns, hanging and on-fig shots of *prints* and patterns. Creative will work closely with the merchandise team for *pattern* mixing in order to display a unique and unexpected mix for the customer.

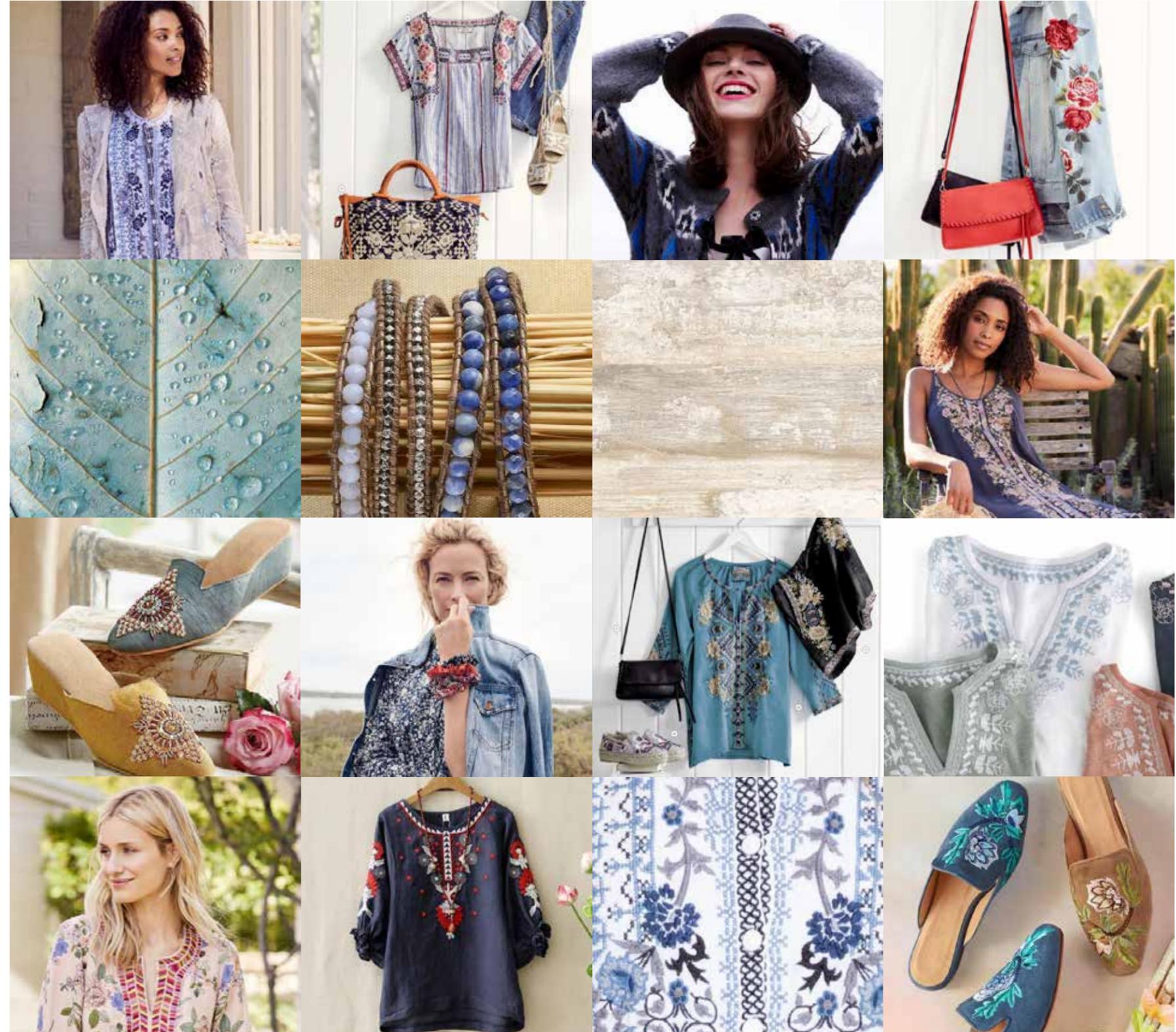


prints & pattern:

in the mix

AUGUST

We will shoot a mix of close-ups, laydowns, hanging and on-fig shots of *prints* and patterns at both the model shoot in England as well as in studio. We will work closely with the merchandise team for *pattern* mixing in order to create an unexpected mix.



prints & pattern:

in the mix

SEPTEMBER

We will shoot a mix of close-ups, laydowns, hanging and on-fig shots of *prints* and patterns at both the model shoot as well as in studio. We will work closely with the merchandise team for *pattern* mixing in order to create a unique mix.



social

SOCIAL MEDIA

#mycoldwater

She is...

- Confident
- Casual
- Creative
- Easy-going
- Experienced
- Natural

She knows...

- What she wants
- What she needs
- Where she's been
- Where she's going

When she wants unique style...
#mycoldwater

We wanted to create a brand hashtag that is concise and easy to remember – something simple to remember when on Instagram. We also wanted it to speak to her individual style. Our solution... *#mycoldwater*.

While we love *#purelycoldwater*, we feel it's best reserved for naming a collection of products made of natural "pure" fabrics.

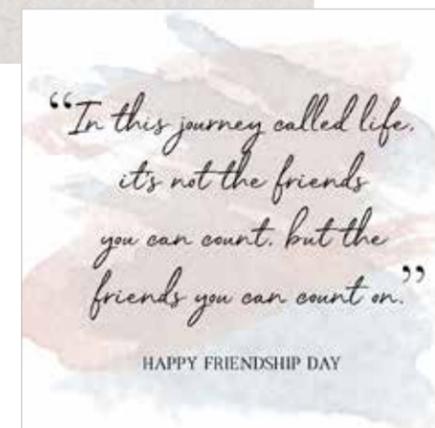
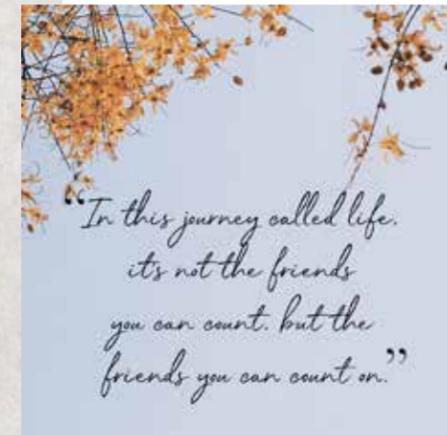
International Friendship Day

When: Tuesday, July 30, 2019

What It Is: The purpose of this observance is to encourage the formation of bonds of friendship between people of different cultures, countries, and backgrounds. It is a day for "human solidarity", meant to undermine the root causes of violence and division in our world.

FB Post Copy: It's International FriendshipDay!
Who's spending time with their friends today?

IG Post Copy: In this journey called life, it's not the friends you can count, but the friends you can count on. Happy *#internationalfriendshipday!*
Tag the friends you count on for inspiration, love and support.



National Sister Day

When: Sunday, August 4, 2019

What It Is: A celebration of appreciation for sisters and their special bond. Whether your sister is biological or not, sisterhood is a special relationship. Some people talk or spend time with their sister every day, while others may have less time to spend together. Either way, holiday is the perfect chance to reconnect or celebrate with your loved one.

FB Post Copy: Today is National Sister Day!
Tag and share with your favorite sister.

IG Post Copy: Happy #nationalsisterday!
Share your favorite photo of you and your sister– biological or not – and let her know just how much she means to you.



Women's Equality Day

When: Monday, August 26, 2019

What It Is: A day to commemorate the 1920 adoption of the Nineteenth Amendment (Amendment XIX) to the United States Constitution, which prohibits the states and the federal government from denying the right to vote to citizens of the United States on the basis of sex. It was first celebrated in 1973 and is proclaimed each year by the United States President.

FB Post Copy: Happy Women's Equality Day!
Celebrate your independence and vote for your favorite photo.

IG Post Copy: Happy Women's Equality Day!
#womensequalityday #vote

IG Story: Maybe do an Instagram story POLL?

