

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



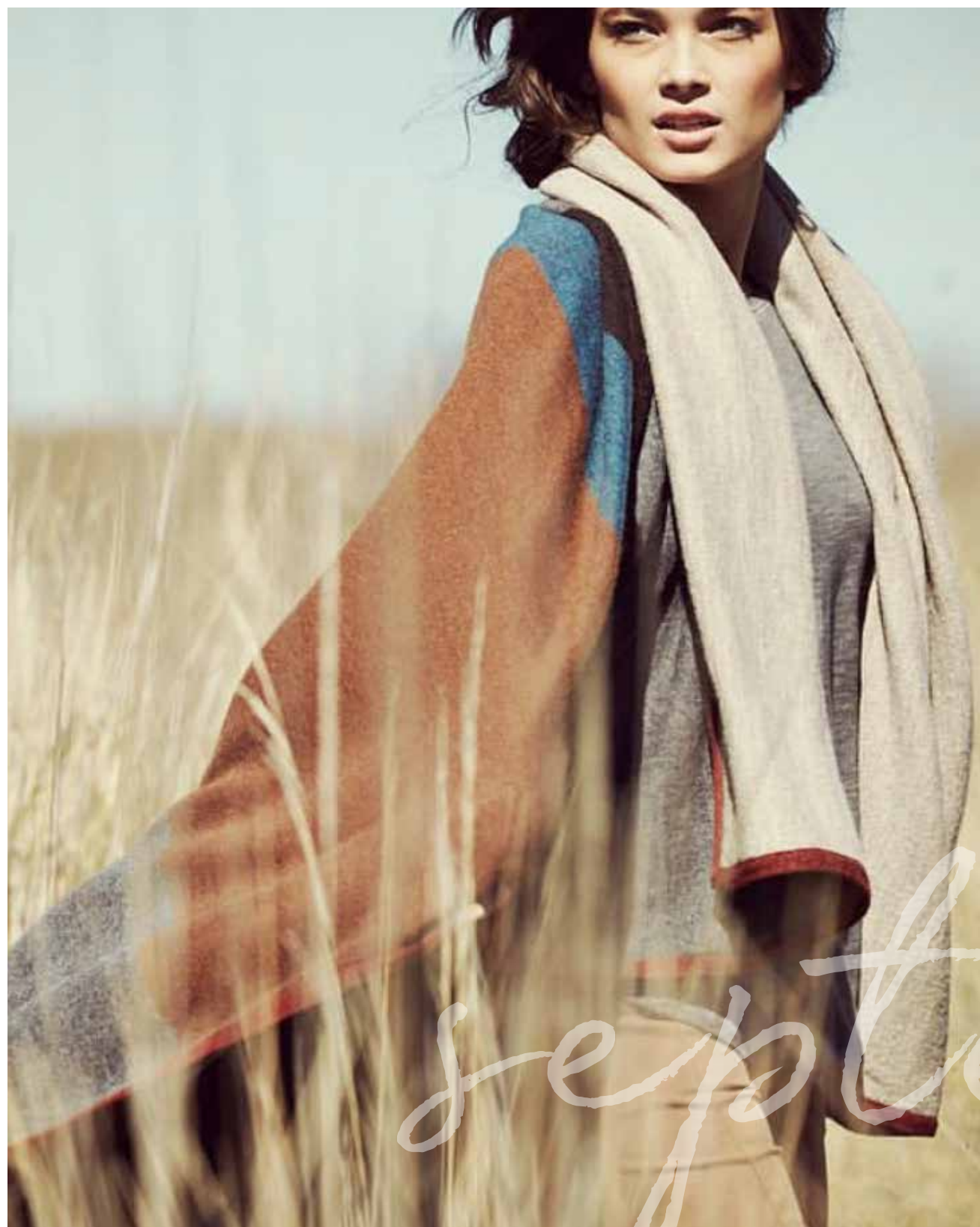
## ALL IN THE MIX

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, 35% wool, 15% alpaca. Cool hand wash. Marl Grey. Marl One Size. APC001 £75
- B. SPECKLED UNLINED CARDIGAN COAT. 100% wool. Dry clean. One Size. APC002 £119
- C. BOUCLE JUMPER. 100% wool, 20% acrylic, 20% alpaca. 12% nylon, 10% elastane. Washable wool cycle. Come. 8, 10, 12, 14, 16. APC003 £99







*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

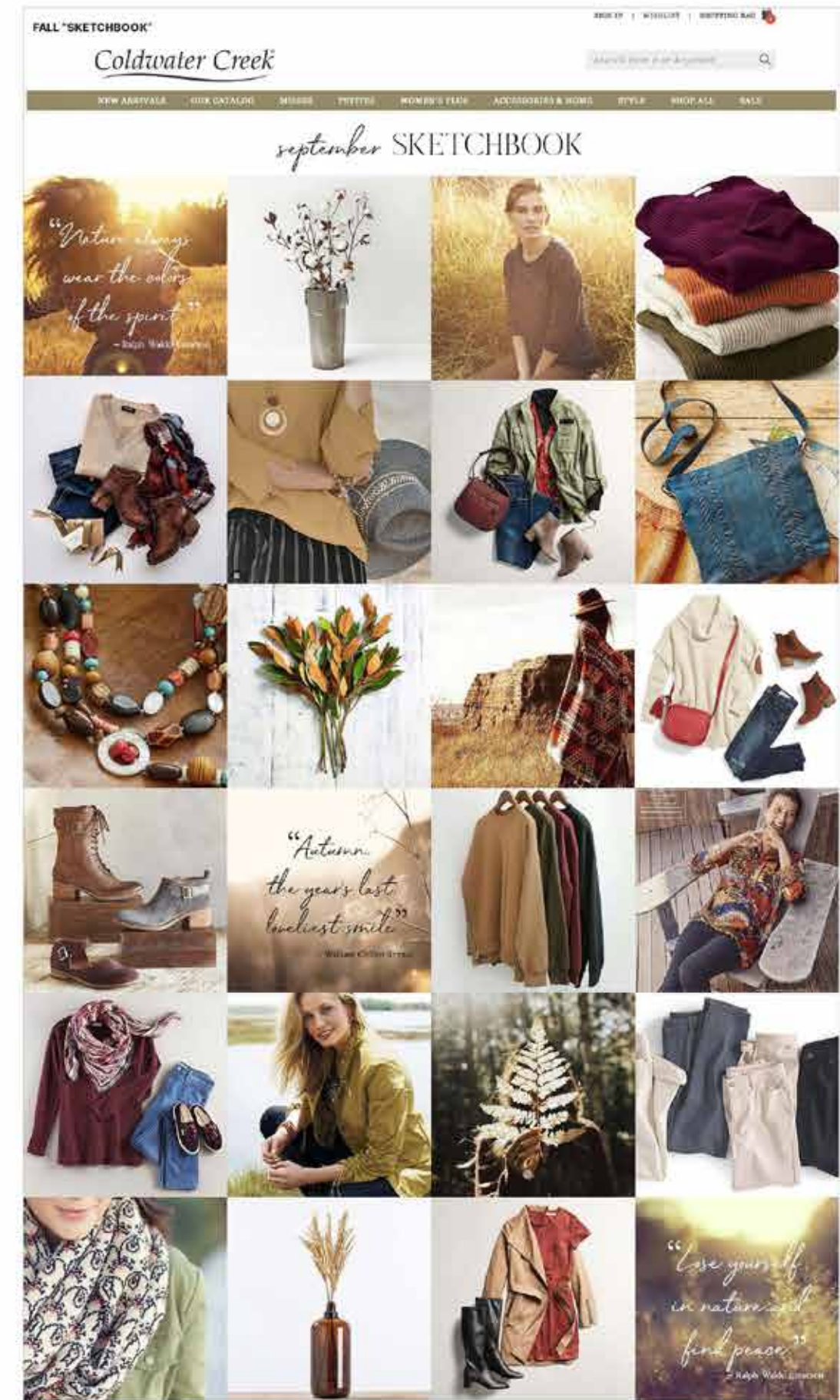


email - July





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.



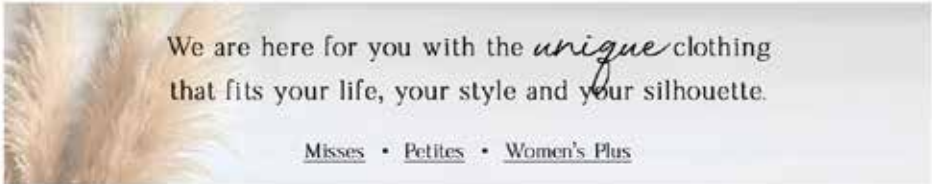
homepage



Artful Details  
*shop embroidery*



Mother's Day Gift Guide  
*shop collection*



Get special offers & news on the latest styles

SIGN UP!

CUSTOMER SERVICE

TRACK YOUR ORDER

CONTACT US

SHIPPING & RETURNS

REQUEST A CATALOG

SHOP OUR ONLINE CATALOGS

SIZE CHARTS

FAQS

SHOPPING

NEW ARRIVALS

OUR CATALOG

MISSIES

PETITES

WOMEN'S PLUS

ACCESSORIES & HOME

SHOES

COLLECTIONS

SALE

OUTLET

MY ACCOUNT

ORDER STATUS

COLDWATER CREEK CREDIT CARD

ABOUT TRACKING

ABOUT US




OUR STORY

OUR STORES

COLDWATER CARES

CAREERS

FOLLOW US



SITE MAP

PRIVACY POLICY

TERMS OF USE

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THE CREEK™

category page

KNIT DENIM UP | CHECK YOUR ORDER | KNIT IN | SHIPPING BAG

# Coldwater Creek

Search Items at Keyword

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

HOME | MISSIES | JEANS

MISSIES

KNIT TOPS

SHORTS & BLOUSES

WEATERS

DRESSES

PANTS & SHORTS

JEANS

KNIT DENIM

THE CREEK

VIEW ALL

JACKETS & VESTS

OUTERWEAR

SAVES


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)

[View All Colors \(15\)](#)




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)

[View All Colors \(8\)](#)



### 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 (65)



The Creek® Hummingbird Delight Crops

\$89.95 - \$99.95

email banner





*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





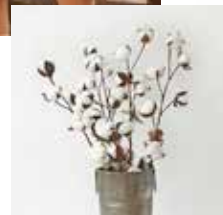
# september

## 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



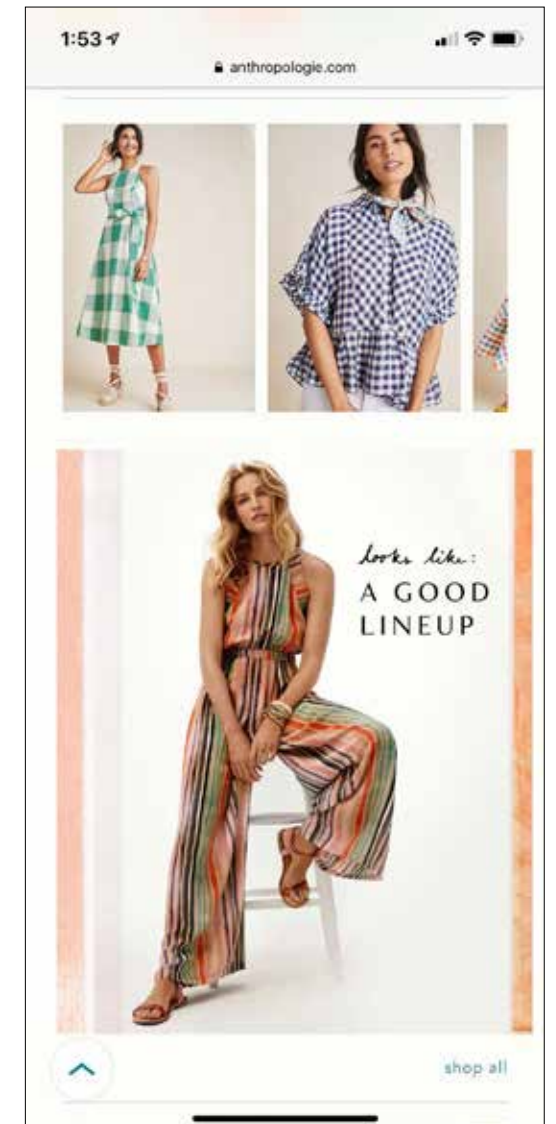
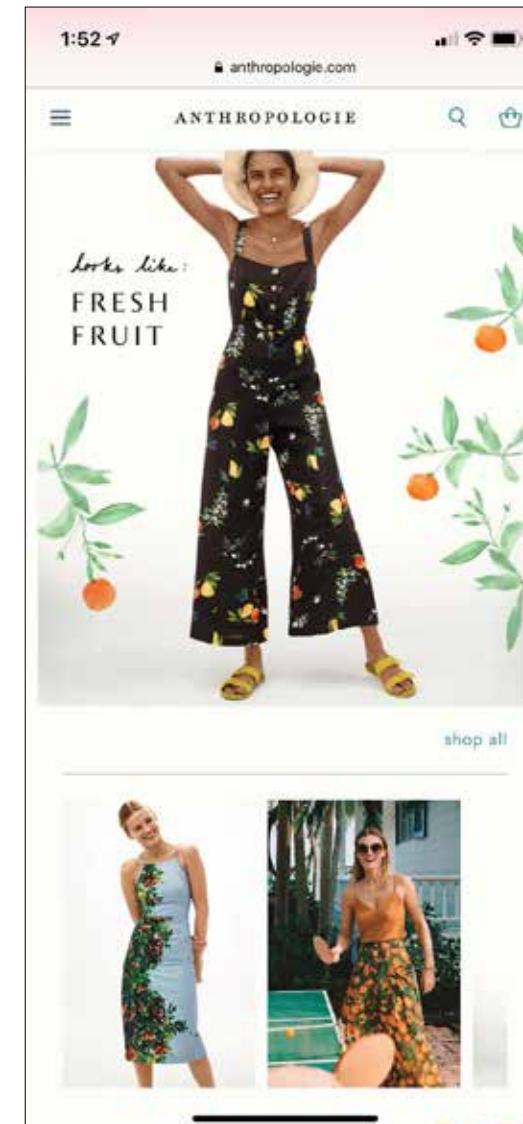


# IT'S A *natural fact...*

## 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.





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

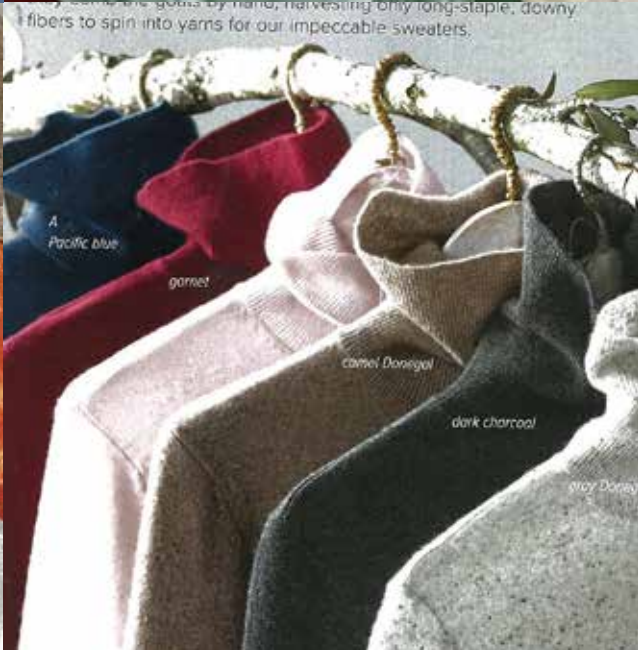




color

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, possibly a napkin or a scrap, is laid flat on a light-colored wooden surface. The paper has irregular, torn edges and some creases. The text "AN ECLECTIC MIX" is printed in a black, serif, all-caps font, centered horizontally and vertically on the paper. The wooden surface has a visible 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.



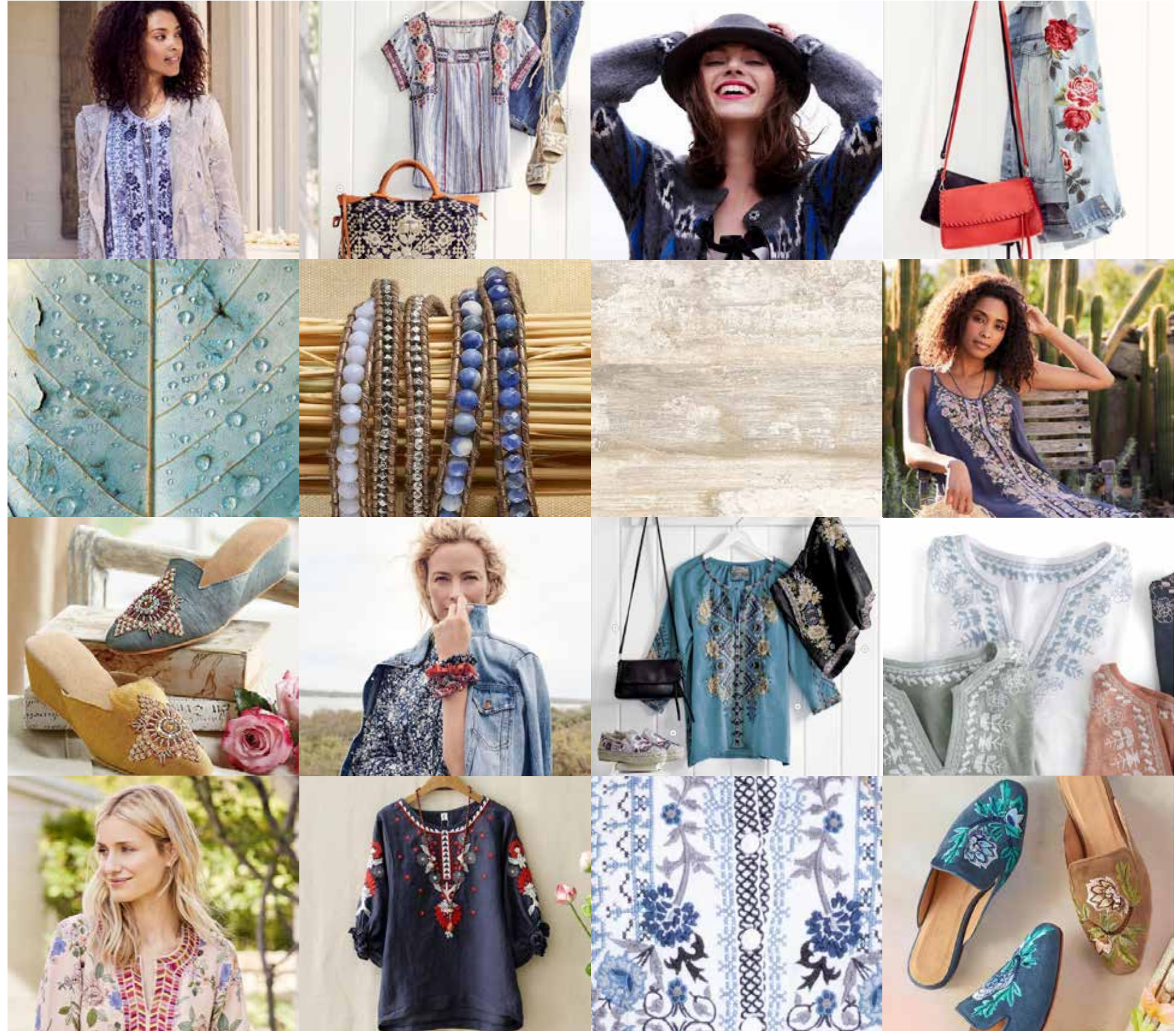


prints & pattern:

*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?

