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LOOK BOOK FALL 2011

METICULOUSLY CRAFTED AND DESIGNED APPAREL—AS RUGGED AND AUTHENTIC AS THE PEOPLE WHO WEAR IT



CARHARTT®

Hamilton Carhartt

In 1889, Carhartt Inc. was established in Detroit, Michigan by Hamilton Carhartt. Today, the company remains privately held by the Carhartt family to ensure its founder's mission is carried through in every garment it produces. For more than 120 years, Carhartt has been delivering best-in-class enduring apparel that respects the hard-earned dollars of America's hard-working men and women. Standing for rugged construction, innovative design and exceptional standards of quality, durability and comfort, Carhartt workwear has become a legend among America's skilled tradesmen and craftsmen.

"Carhartt goods are not cheap from the dollars and cents point of view, but when wear, service and satisfaction are taken into consideration, they are indeed the best value in the world." – Hamilton Carhartt

As a choice brand of those who work and play outdoors, Carhartt is proud to serve a variety of workers in many industries including construction and manufacturing along with farmers, ranchers and outdoor enthusiasts. A variety of features such as premium fabrics, rugged construction,

comfortable fit and details like triple-stitched main seams, generous work-functional pockets and heavy-duty YKK zippers, are just some of the hallmarks often incorporated into Carhartt workwear.

The first products manufactured by Carhartt were overalls in duck and denim fabrics. Expanding the line from these traditional outerwear pieces, Carhartt offers a complete product line for warm and cold weather alike including jeans and work pants, shirts, sweats, shorts, t-shirts and accessories for men, women and kids.

"Carhartt will always remain the badge of a better buy to those who know the value of money." – Hamilton Carhartt

Just as Hamilton Carhartt began four generations ago, Carhartt will continue to manufacture its hallmark rugged and durable clothing for generations to come. For more information, visit www.carhartt.com.

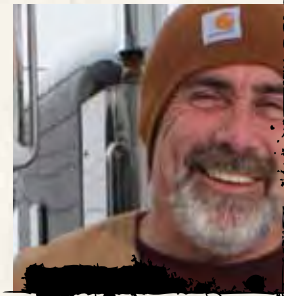


HERITAGE

A construction worker wearing a brown beanie, sunglasses, a dark quilted jacket, and brown work gloves is working on a snowy roof. The worker is leaning over, and snow is visible on their jacket and gloves. In the background, another worker in a dark jacket and beanie is also working on the roof. The scene is set in a snowy, mountainous area with evergreen trees and a house visible in the distance. The overall atmosphere is one of hard work in a cold environment.

**THROUGH CREATIVITY AND HARD
WORK, AMERICA'S DREAMERS AND
DOERS BUILT THIS GREAT NATION
FROM THE GROUND UP**

They tamed the wild west, connected our coasts with a transcontinental railroad and fashioned shining cities with towering skylines reaching to the heavens. They moved mountains. They built bridges. They gave their strength, their skill and their sweat to build this nation, to keep it running and growing.



Jack Murphy

They're the dreamers and the doers. Two distinct groups who pooled their collective brains and brawn to forge a nation and create the greatest economy the world has ever known.

On one hand, you have the dreamers—the creative types, the visionaries. They're the ones who are always asking themselves, "What if?" On the other hand, you have the doers—people with the skill and knowhow to turn dreams into reality. They're the tradesmen. The craftsmen. The hard workers who get the job done.

The world of special events is full of dreamers. PR executives and brand marketers are constantly trying to outdo each other with outlandish ideas. But at some point, all those dreamers need a doer—and when it comes to making ideas come to life, there is one company that everyone has on speed dial.

Murphy Productions, a California-based events company, specializing in blockbuster marketing builds—the kind of crowd-pleasing, jaw-dropping spectacles that have to be seen to be believed.

Murphy Productions built the ramps that helped a well-known rally car driver jump a car, setting a new world record. They constructed the ramps and platforms needed for a well-known daredevil to jump a motorcycle 120 feet in the air. And they've been involved in hundreds of similar events around the world, including a nationally televised action sports event and the DIRECTV® Celebrity Beach Bowl.

Jack Murphy is a doer. He's a tradesman. A craftsman.



**SET A STANDARD OF EXCELLENCE TO
WHICH ALL OTHERS WOULD ASPIRE**

For more than 120 years, Carhartt has been designing and manufacturing durable workwear, the kind found on job sites, in mechanic's workshops and on factory floors all across America. These are the clothes of working men and women, crafted to withstand even the toughest of work conditions, and protect from wind, rain and cold.

The type of conditions doers faced a century ago, and still face today. Doers like Jack Murphy.

Jack has a tight-knit core group of workers, mostly former action sports athletes and tradesmen, who travel with him from site to site. These guys are TOUGH. A combination of fresh-faced kids and grizzled veterans who can go anywhere and build anything. Nothing stands between them and getting the job done. Nothing.

It's an attitude that harkens back to a bygone era. A time when our nation was still young, and Americans had a can-do spirit. A time like 1889, when Hamilton Carhartt first opened for business. He began crafting work apparel with a single goal in

mind: Set a standard of excellence to which all others would aspire.

Jack Murphy built his business on that very same philosophy—a standard of excellence and craftsmanship.

While Murphy's team is mostly male, there are women who sling hammers and operate forklifts side-by-side with the men. Jack's wife Shane is one of them.

"She's been instrumental in growing the business," Jack says. "I'm not saying it because Shane's in the room right now or she's my wife, but she is one of the best site coordinators I've ever seen out there."

Women like Shane are the perfect inspiration for Carhartt's new line of women's products—tough enough to survive working in a man's world, but also feminine enough to avoid looking like one of the guys.

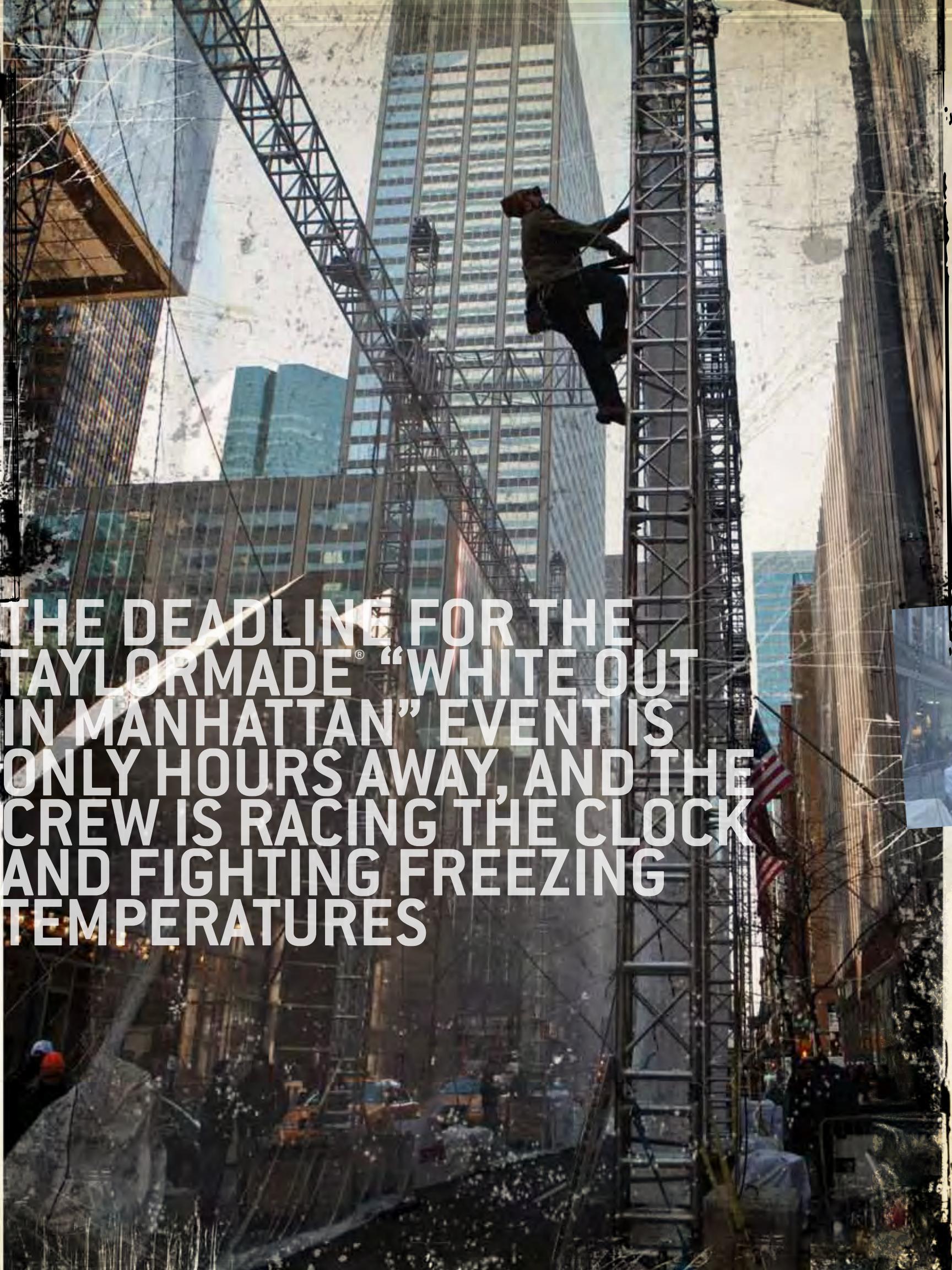
The lives of Jack and Shane Murphy are anything but boring. Their days together are filled with hard work and seemingly endless travel. Every chance the couple can get away, they retreat with their dog Roxy to spend time sailing or riding snowmobiles. It's a good life.

"I started with absolutely nothing," Jack says. "I didn't know anything about the event world, or what marketing was or

anything else like that. I've just tried to do things the best way I know how."

And today, just like Hamilton Carhartt, Jack Murphy is known far and wide for being a perfectionist. A man who gets things done. The best in the business.



A construction worker is silhouetted against a bright sky as they work on a high-rise building under construction in Manhattan. The worker is positioned on a complex metal scaffolding structure. In the background, several other skyscrapers are visible, some with glass facades reflecting the light. The scene is filled with the intricate details of steel beams and structural elements. The overall atmosphere is one of intense industrial activity and urban development.

**THE DEADLINE FOR THE
TAYLORMADE® “WHITE OUT
IN MANHATTAN” EVENT IS
ONLY HOURS AWAY, AND THE
CREW IS RACING THE CLOCK
AND FIGHTING FREEZING
TEMPERATURES**

To celebrate the launch of their new all-white R11™ Driver, TaylorMade® created the “White Out In Manhattan” event.

be worn alone or layered for extra warmth. And of course, Carhartt outerwear is known for its signature comfort, durability and warmth.

“We’re in a temporary space world,” explains Jack. “We have to set it up in a certain amount

“It was basically a driving range, enclosed with white netting,” explains Jack, so people could drive golf balls down the middle of 54th Street.”

“The media aspects of the event were scheduled to begin at 11 a.m. sharp. That meant a 3 a.m. crew call the night before,” adds Jack. “To make the timeline work, we pre-built a lot of the stuff outside the city, then trucked it in, unloaded everything and assembled all the pieces.”

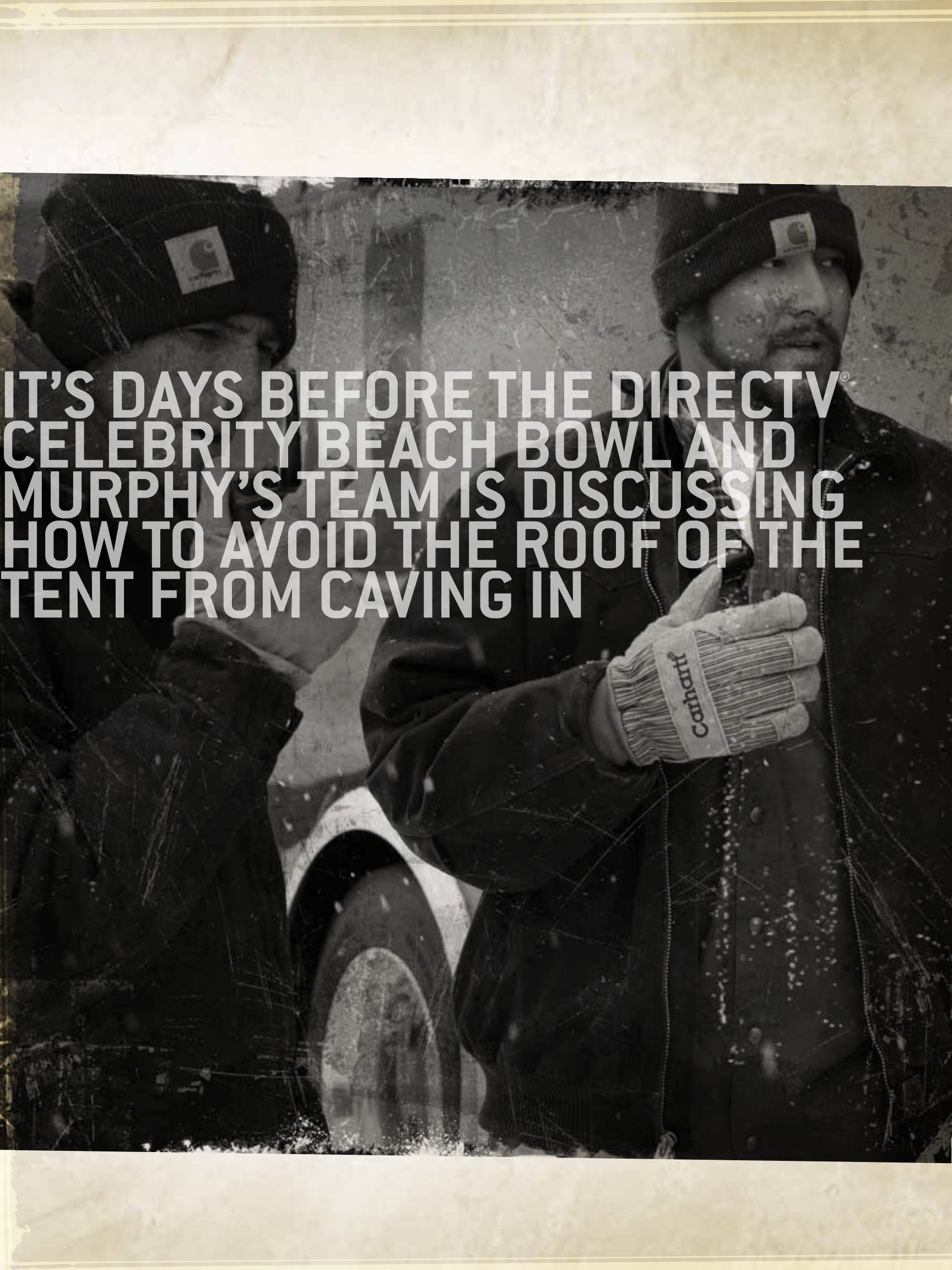
Everything had to be erected in just a handful of hours—a feat made even more difficult by the harsh winter weather. The wind chill at 3 a.m. the night before was only 8 degrees.

Fortunately, there was plenty of Carhartt gear for the crew. Carhartt apparel is specially designed to keep you warm and protected, even in colder conditions. Carhartt work pants are available in many different weights and premium fabrics including denim, duck and canvas. Carhartt sweats can

of time, then take it all down, get it on the trucks and get it out of there”.

The event was attended by hundreds of New Yorkers, as well as some of the world’s top golfers and celebrities.





IT'S DAYS BEFORE THE DIRECTV[®]
CELEBRITY BEACH BOWL AND
MURPHY'S TEAM IS DISCUSSING
HOW TO AVOID THE ROOF OF THE
TENT FROM CAVING IN



W

hen the completely unexpected happens—like the freak ice storm that blanketed Dallas the week before the pro football championship game—Jack Murphy and his crew are forced to deal with the situation, no matter what it takes.

“The first week we were there, it was 60 or 70 degrees. Gorgeous,” says Jack. “Then, by week three, the weather was going downhill fast.” The Dallas/Fort Worth area received five inches of snow overnight, nearly twice their annual average. Definitely not beach-like weather.

“It snowed a little the Sunday before, then it really hit on Tuesday,” adds Jack. “I started worrying about the weight of all the snow on the roof.”

Two nights before the event, Jack and the crew were up at 3 a.m. A last-minute cave in would ruin months of hard work and preparation.

“We started this job eight or nine months before,” explains Jack. “Then we were in Dallas for three weeks, though it was only a one-day event.”

That’s not unusual. The typical project requires massive preparation—months of meticulous planning and pre-production. Set pieces have to be designed and built. Structural elements have to be sourced and transported.

The sheer scale of the events is staggering.

With ice and snow continuing to pile up on the roof of the tent, Jack brought in a 110-foot boom lift to aid in its removal.

“We didn’t go to bed,” says Jack. “You just don’t do that. You’ve got to be there.”

In spite of the weather, nearly 10,000 spectators turned out to watch Hollywood celebrities and former professional football players compete in this no-holds-barred game of flag football. The game was played on more than a million pounds of sand, trucked in especially for the event, and then followed by two separate rock concerts.





**JACK MURPHY AND HIS CREW
ENDURED THE HARSH
WORKING CONDITIONS TO BUILD
OUT A MASSIVE WINTER ACTION
SPORTS VENUE**

The world's premier winter action sports tour attracts top athletes from around the world competing in multiple free ski and snowboard events. More than 20,000 fans showed up for this year's event—a four-day-long nationally televised championship event viewed by millions.

"For the event, we constructed a 22-foot superpipe," explains Jack, "with steel trusses to support the structure and hold all the lighting. The biggest challenge was getting everything up the mountain. It took six days to get in, but we were on-site for 12 or 13 days."

"It was cold up there, but the weather was beautiful," adds Shane. "You go into these expecting snow, so everybody was prepared for it."

Of course, by "prepared" she means outfitted with the finest in Carhartt apparel. Carhartt outerwear is known for its comfort as well as its durable fabrics.

"Yeah, the guys were all geared up, wearing the right clothes," adds Jack. "I was loving their winter gear. Really nice stuff."

The event, held near Ogden, Utah, attracted over 380 of the top winter sports athletes in the world.

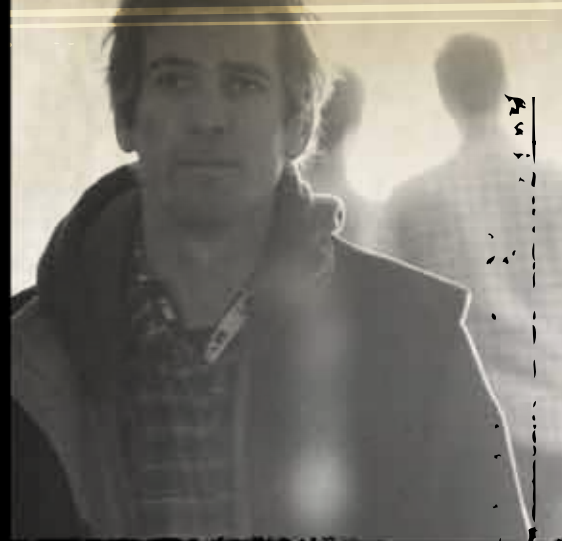
Jack regularly works with athletes at events such as this, collaborating on new and better ways to push the envelope, but doing it safely. "We are forever talking with them, understanding," says Jack. "Some of these New Year's Eve events that we do, I'm a firm believer in doing testing. After every jump, we need to hear

from the athlete. We know them intimately. We talk to them on a regular basis."

It's just one more example of how Murphy Productions is always willing to make changes. Always willing to make improvements.







MEN'S



V26
Men's Sandstone Rugged Vest/Sherpa Lined
100% Cotton Sandstone Duck, 12 oz
Marsh

S249
Men's Midweight Flannel Plaid Shirt
100% Ring-Spun Cotton Flannel, 5.5 oz
Red Orange

K535
Men's Logo-In-Motion Graphic Long-Sleeve T-Shirt
100% Cotton Jersey Knit, 4.5 oz
Navy



J294

Men's Soft Shell Hybrid Jacket

100% Nylon Quilt (Upper Garment)
94% Polyester/6% Ripstop Nylon Blend, 8.5 oz
Black

K536

Men's Pony Car Graphic Long-Sleeve T-Shirt

100% Cotton Jersey Knit, 4.5 oz
Crimson



B320
Men's Relaxed Straight Jean
100% Ring-Spun Cotton Denim
Weathered Blue



J284
**Men's Sandstone Hooded Multi-Pocket
Jacket/Sherpa Lined**
100% Cotton Sandstone Duck, 12 oz
Firewood

K525
**Men's Est. 1889™ Workwear Graphic
Lightweight Hooded Sweatshirt**
80% Cotton/20% Polyester, 7.5 oz
Red Orange



J342
Men's Cotton Ripstop Pant
100% Cotton Ripstop, 9.25 oz
Desert



J290
Men's Series 1889® Jacket
100% Cotton Washed Duck, 12 oz
Black

S257
Men's Series 1889® Long-Sleeve Chambray Shirt
100% Cotton Chambray, 4.5 oz
Dark Chambray

K517
Men's Series 1889® Locomotive Graphic Short-Sleeve T-Shirt
100% Cotton Jersey Knit, 6.75 oz
Heather Gray



J285
Men's Sandstone Multi-Pocket Jacket/Quilt Lined
100% Cotton Sandstone Duck, 12 oz
Frontier Brown

S252
Men's Long-Sleeve Classic Plaid Shirt
100% Ring-Spun Cotton Fabric
Terracotta

K424
**Men's Series 1889® Patch Print
Short-Sleeve Graphic T-Shirt**
100% Cotton Jersey Knit, 4.5 oz
Blue Collar



J001

Men's Duck Detroit Jacket /Blanket Lined

100% Firm-Hand Ring-Spun Cotton Duck, 12 oz
Carhartt Brown

S202

Men's Lightweight Long-Sleeve Chambray Shirt

100% Ring-Spun Cotton, 4.5 oz
Indigo Chambray

WOMEN'S



WC010
Women's Chore Coat/Flannel Lined
100% Cotton Canvas, 8.5 oz
Cork

WK116
Women's Streetcar Graphic Long-Sleeve Crewneck T-Shirt
100% Cotton Jersey Knit, 3.8 oz
Pink



WB059
Women's Comfort Cord Pant
98% Cotton/2% Spandex, 8.7 oz
Cork



WC011
Women's Camden Wool Parka
50% Wool/50% Polyester, 16 oz
Winter White

WK125
Women's Waffle Knit Henley
75% Cotton/25% Polyester, 6.25 oz
Black



WA018
Women's Acrylic Watch Hat



WA061
Women's Cable Knit Hat



WA060
Women's Embroidered "C" Knit Hat



WA058
Women's Knit
Earflap Hat



WA002
Striped Knit Hat



WA067
Women's Ultrasoft Fleece Hat



WA064
Women's Scalloped-Edge Knit Scarf



WA068
Women's Ultrasoft Fleece Scarf



WA054
Women's Cable Knit Scarf



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