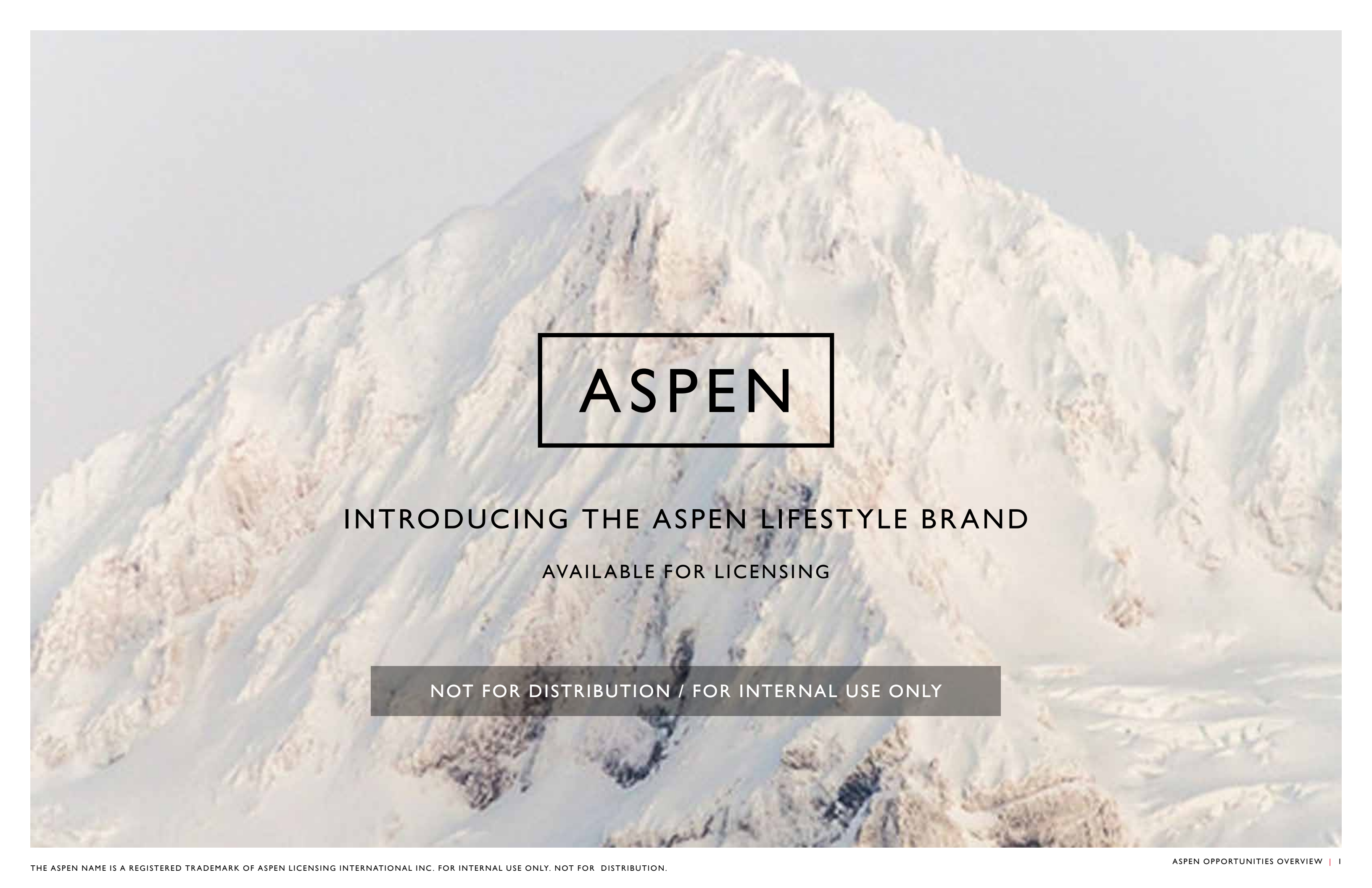




ASPEN

INTRODUCING THE ASPEN LIFESTYLE BRAND

AVAILABLE FOR LICENSING

NOT FOR DISTRIBUTION / FOR INTERNAL USE ONLY

THE
ASPEN
BRAND

Naturally Refined.

The Aspen Brand is inspired by the pristine and glamorous mountain village of Aspen and by a unique take on luxury: luxury inspired by nature.

To a certain degree, the Aspen Brand represents the look, feel, and spirit of Aspen itself. But to a greater degree it represents something more – the “top-of-the world” feeling and naturally refined spirit of outdoors and the good life wherever one lives it: Winter, Summer, Spring, Fall.

The Aspen brand, like Aspen itself, is a place of contrasts: rugged and pristine, sophisticated and simple. A mining village that became a destination for billionaires and movie stars.

We also acknowledge the degree to which the “Aspen Idea” – and the related art, music, food, and culture contribute to the mystique of Aspen and, in turn, the Aspen Brand.

Aspen® as a brand is a unique opportunity to align the right family of products with a brand that is instantly recognizable and instantly connected with the good life, the pristine wilderness, and feeling awake and inspired.

MEN’S APPAREL + ACCESSORIES

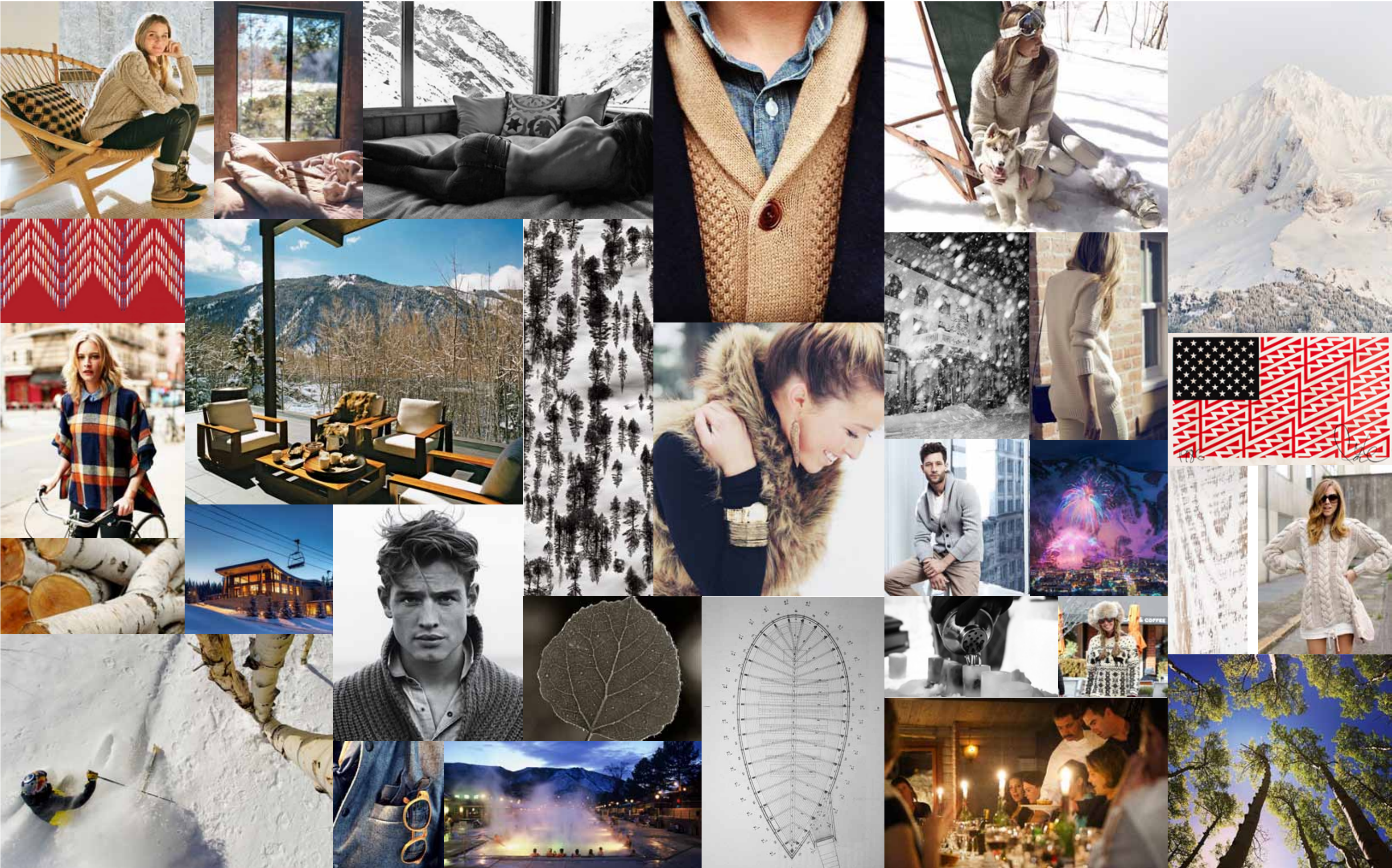
WOMEN’S APPAREL + ACCESSORIES

PERFORMANCE / GEAR

HOME

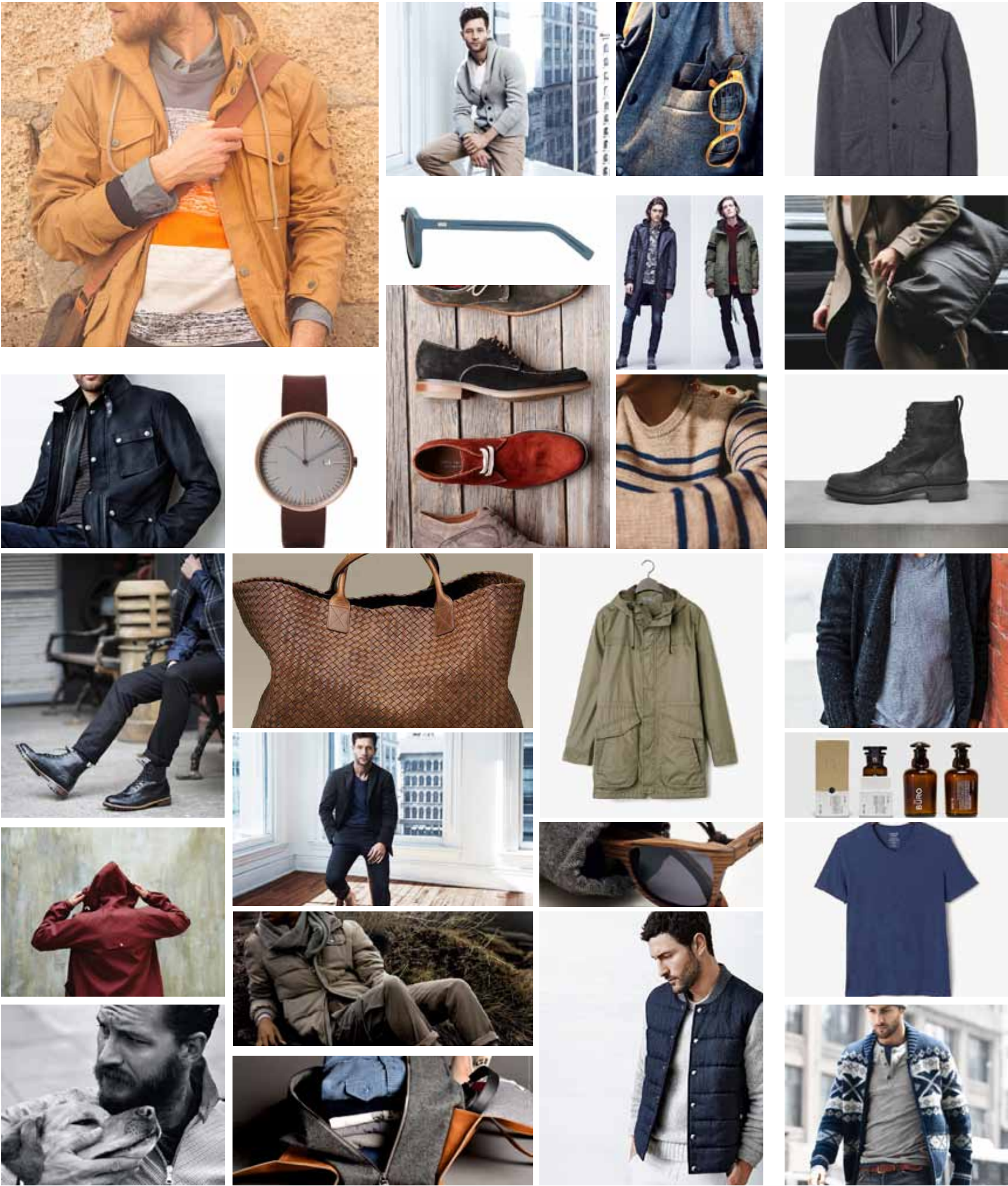
SKINCARE & WELLNESS

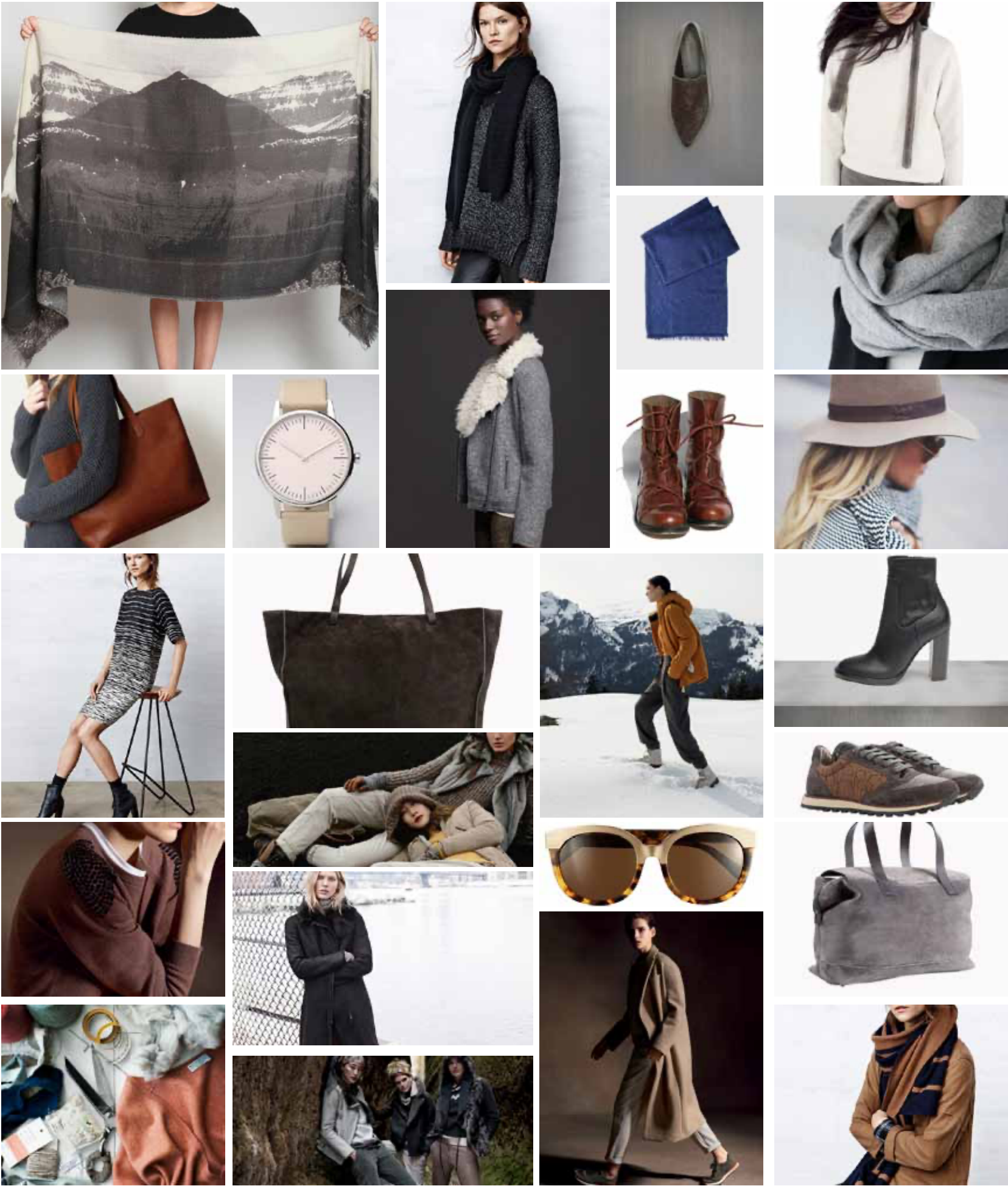
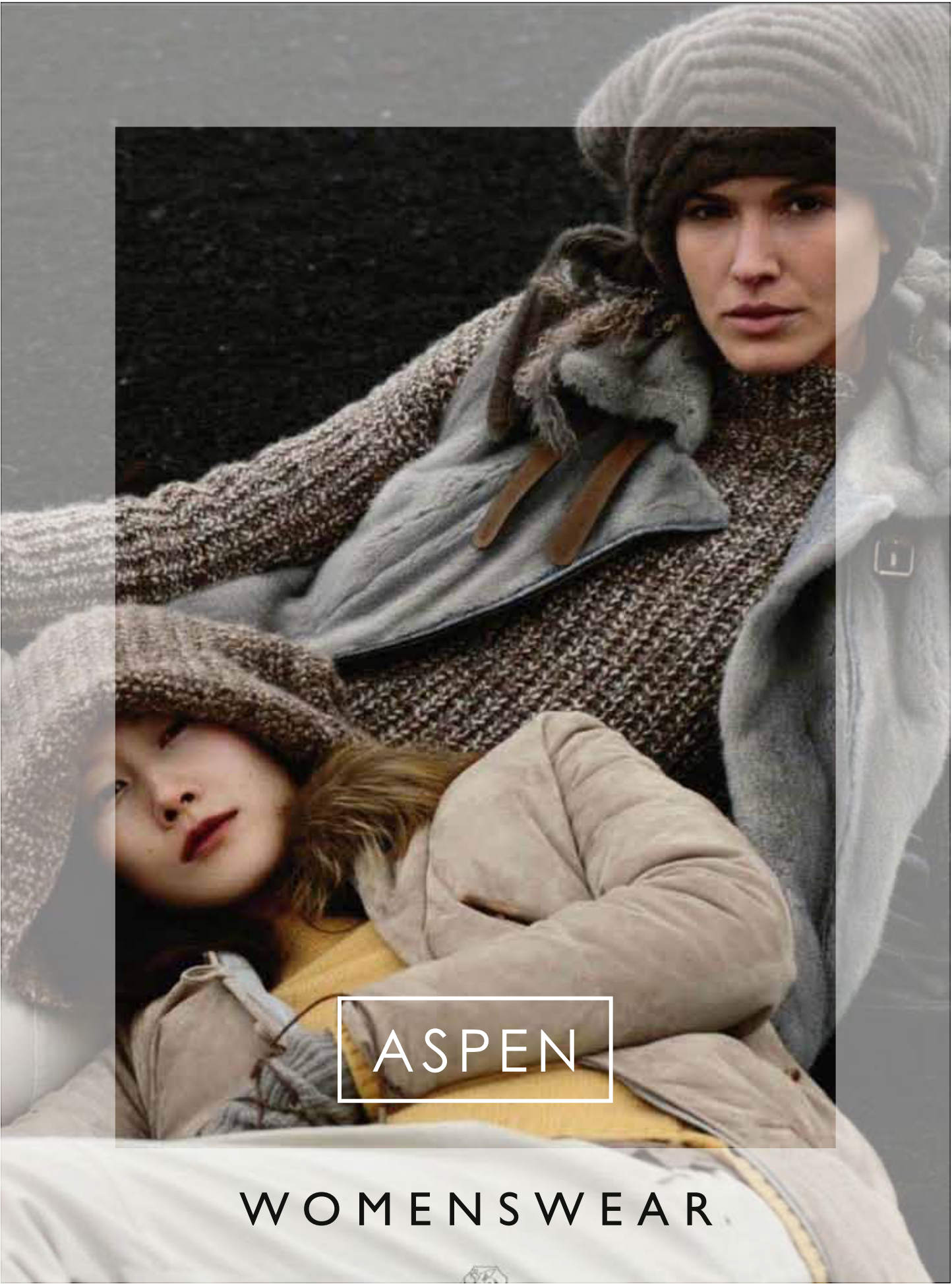
FINE FOOD & SPIRITS



BRAND EXTENSION OPPORTUNITIES



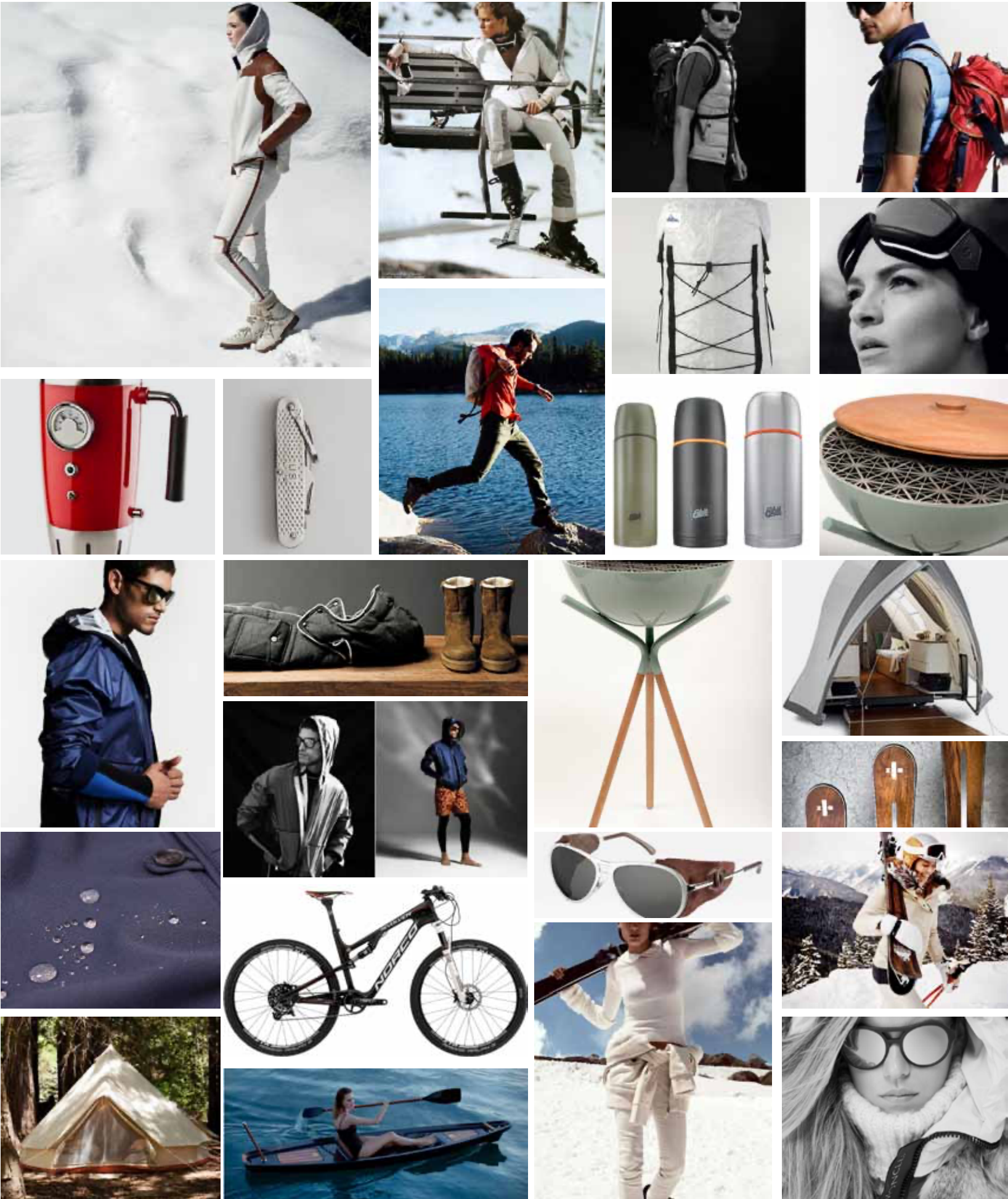


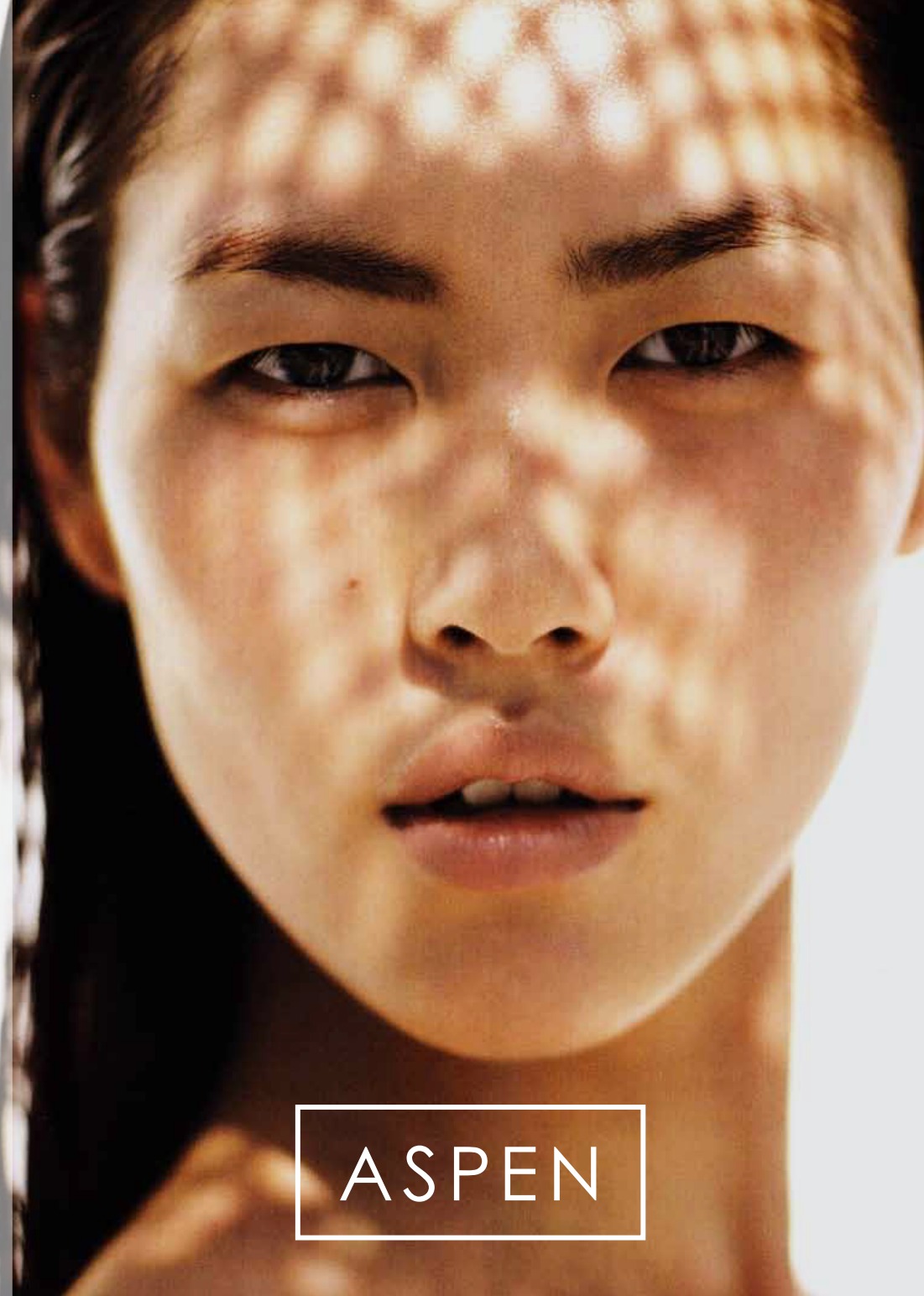




ASPEN

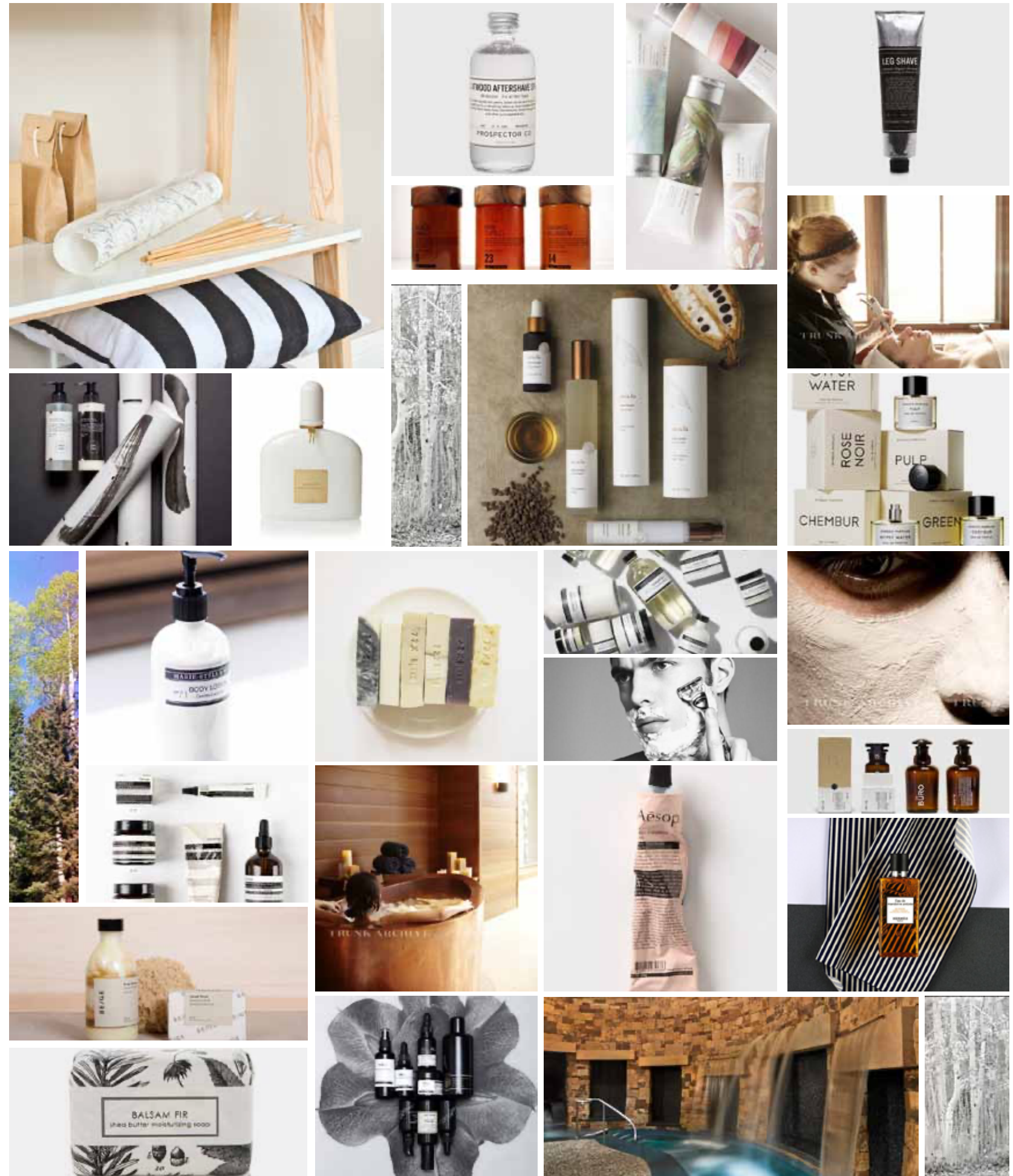
PERFORMANCE / GEAR

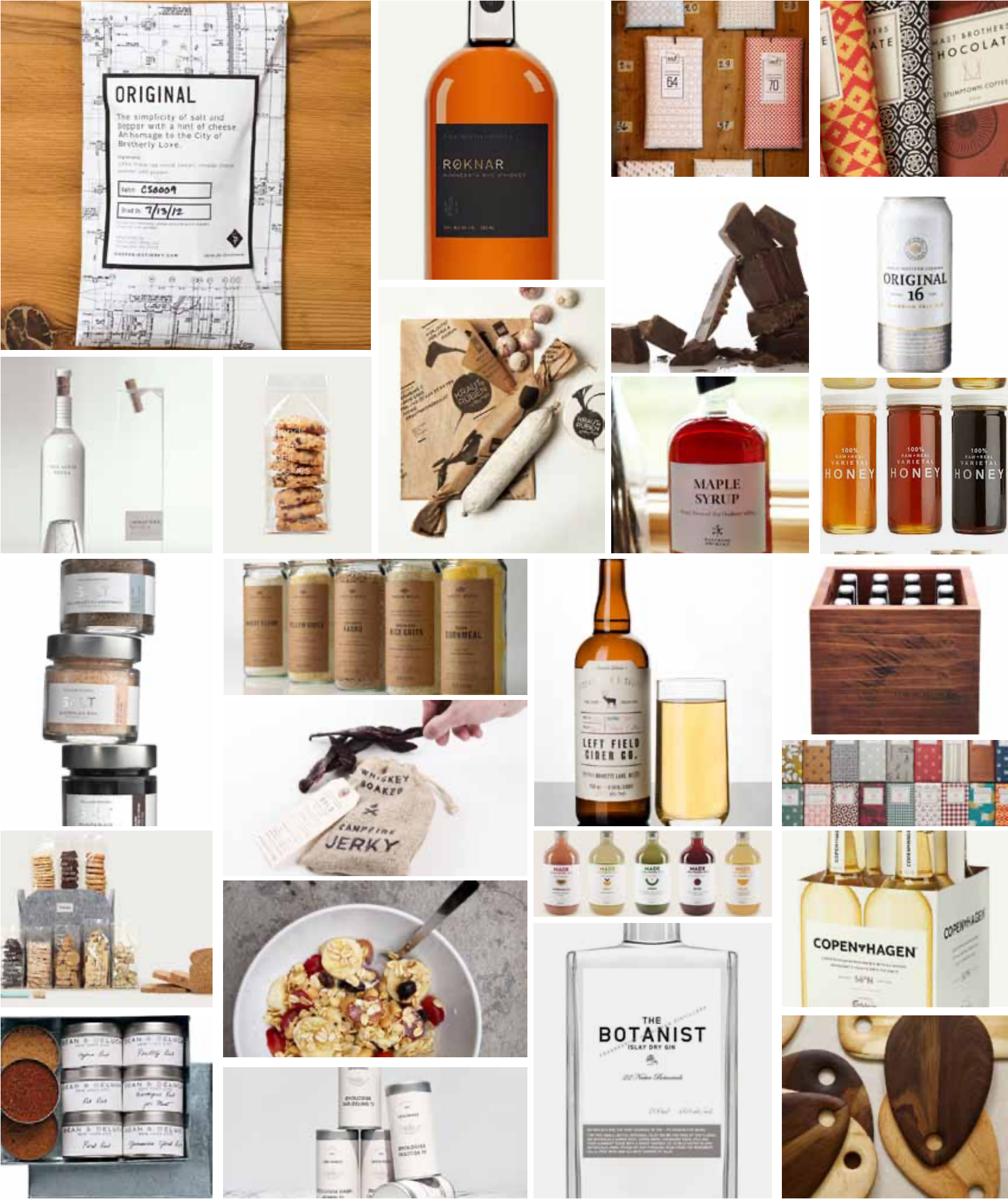




ASPEN

SKINCARE & WELLNESS





PACKAGING









ASPEN®

BRAND IDENTITY + PACKAGING

ICON



LOGOTYPE

ASPEN®

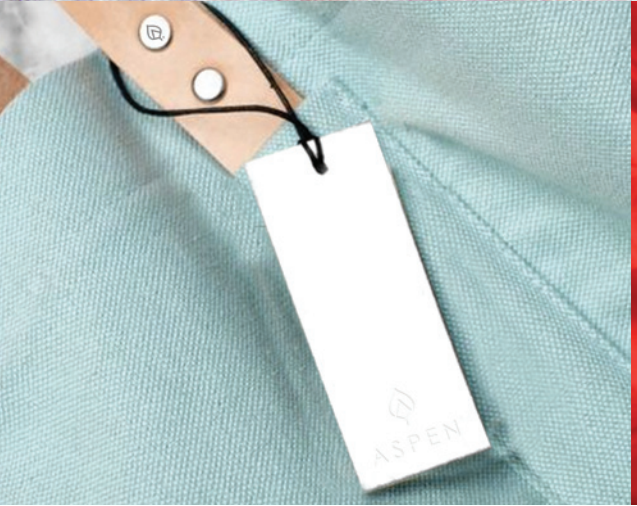
LOCKUPS



THE ASPEN® BRAND IDENTITY

Our identity, packaging and trademark embellishments embody our brand philosophy and filters to create a system that feels naturally refined.

We use a universal identity and packaging system that functions as a kit-of-parts to work across all categories seamlessly.



MAIN LABELS

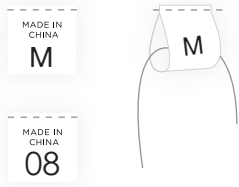


LARGE LABEL



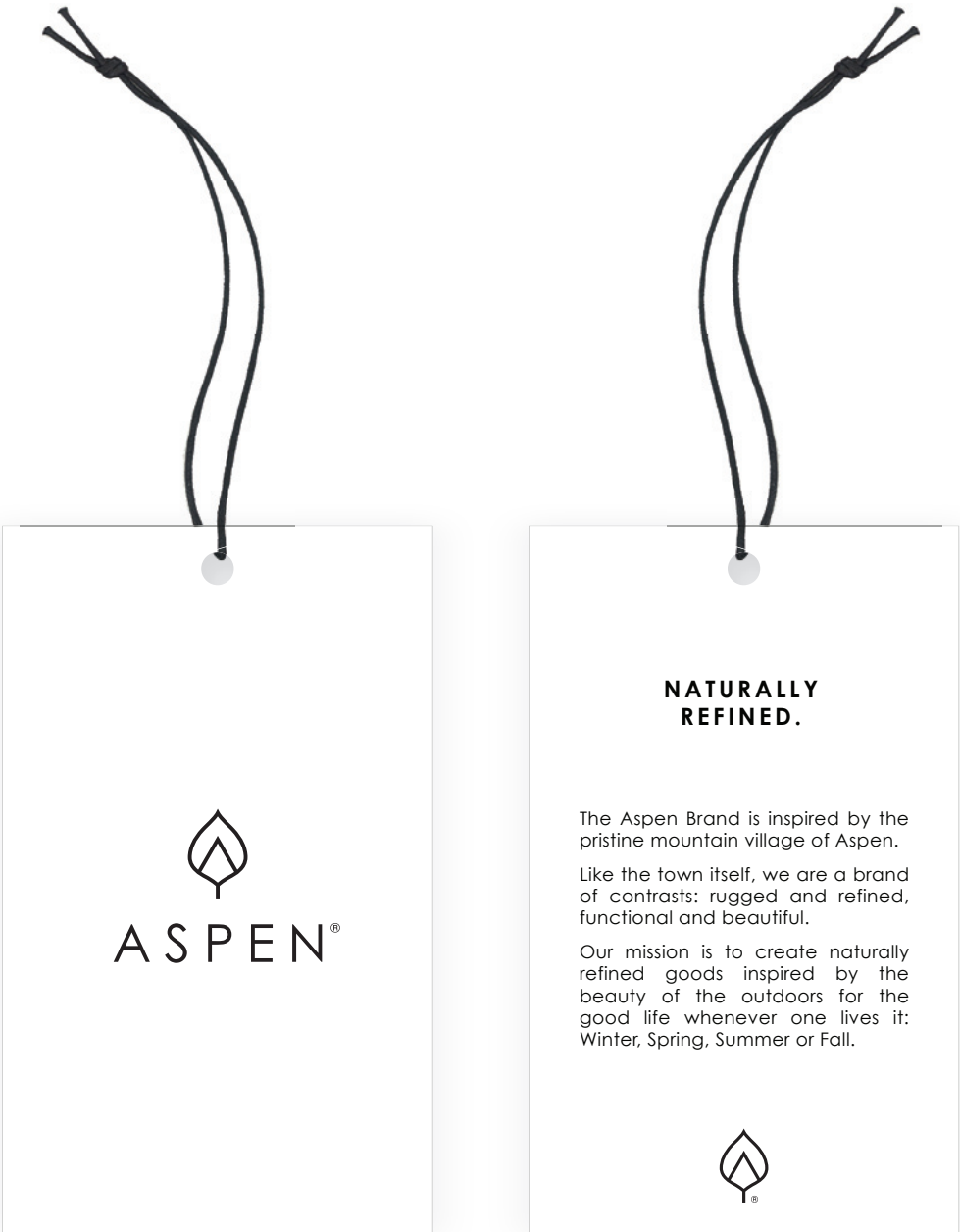
SMALL LABEL

SECONDARY LABELS



SIZE LABEL W/ LOOP
FOR HANGTAG

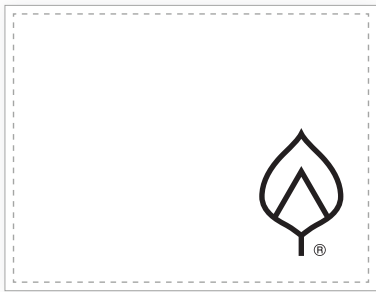
HANGTAG



FRONT

BACK

BACK PATCH



HARDWARE



Shank



Buttons

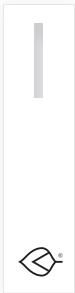


Rivets



Zipper pull

AUTHENTICITY LABELS





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