



7 FOR ALL MANKIND FALL 2008 AD CAMPAIGN MAKES HISTORY

FOR IMMEDIATE RELEASE

Los Angeles, CA – Luxury denim brand 7 For All Mankind continues to break new ground by choosing architect Philip Johnson's iconic Glass House as the backdrop for the company's fall 2008 advertising campaign. This marks the first commercial shoot to happen at the historic Glass House.

The campaign's imagery is inspired by the powerful sophistication and clean lines felt throughout the fall 2008 collection. Once again top fashion photographer, Patrick Demarchelier, captures 7 For All Mankind's sexy denim-lifestyle by highlighting the creative ingenuity put forth by both the clothing and the location. Despite the famed surroundings, the focus of each image is placed on the individual pieces from the fall 2008 collection. The denim, sportswear and handbags featured speak to the breadth of product that the brand now offers to customers.

Starring in the fall 2008 campaign for 7 For All Mankind is the stunning Doutzen Kroes whose breezy style and natural beauty embodies what the brand has grown to represent. Sharing the spotlight with Doutzen is the ruggedly handsome Gabriel Chytry. His charmingly approachable aesthetic personifies the true 7 For All Mankind man. This season's campaign flawlessly blends fashion and architecture to convey 7 For All Mankind's brand message of luxurious style and sexy sophistication.

The images will run as impact units, spreads and single pages globally starting in September.

ABOUT 7 FOR ALL MANKIND LLC

7 For All Mankind LLC launched the premium denim craze in the United States in 2000. The Los Angeles based brand quickly earned critical acclaim and an immediate following for its innovative use of fits, fabrics, and finishes. The company continues to grow and evolve as a true denim lifestyle brand, expanding its product line to include men's, kids and handbag collections. 7 For All Mankind is currently sold at its owned retail stores, 7ForAllMankind.com, luxury department stores such as Barneys New York, Saks Fifth Avenue and Neiman Marcus, as well as high end specialty boutiques in over 80 countries throughout the world. On August 31st 2007, 7 For All Mankind was acquired by VF Corporation (NYSE:VFC). As a result of this acquisition, 7 For All Mankind is now a wholly-owned subsidiary of VF Corporation. For more information about VF, please visit their website: www.vfc.com. For more information about 7 For All Mankind, please visit: www.7forallmankind.com.

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FALL 2008 ADVERTISING CAMPAIGN TIP SHEET

DATE:

Tuesday, March 18th 2008

LOCATION:

Phillip Johnson's Glass House in New Canaan, Connecticut

LOCATION DETAILS:

The Glass House was built in 1949 in New Canaan, Connecticut, and was designed by famed architect Philip Johnson as his own residence and is a masterpiece in the use of glass. In 1997 the house was declared a National Historic Landmark. After Johnson's death in 2005, the house was passed to the National Trust for Historic Preservation. In April 2007 the house was opened to visitors. 7 For All Mankind's fashion shoot is the first of its kind since at The Glass House.

PHOTOGRAPHER:

Patrick Demarchelier
Bryan Bantry Inc.

MODEL:

Doutzen Kroes
DNA models

MODEL:

Garbriel Chytry
New York Models

HAIR:

Didier Malige

MAKE-UP:

Fulvia Farolfi

STYLIST:

Kelvin Seah