

TIMELESS STYLE



GAP

CLASS FROM  
HEAD TO TOE



1. Old-fashioned American.
2. Old-fashioned is back in fashion.
3. Old-fashioned is back in style.
4. Back in style.
5. It's back in.
6. Bringing it back in.
7. Bring it back.
8. Bringing it back.
9. Let's bring it back.
10. More than jeans.
11. More than our jeans.
12. Means more than our jeans.
13. New us.
14. Kanye isn't with us anymore.
15. Can't say much about AE, we had Ye.
16. We really mean jeans.
17. We're actually talking about Jeans.
18. It's all in the jeans.
19. Jeans and hoodies.
20. Have you seen the zip?
21. More than a denim outlet.
22. More than denim.
23. Denimem.
24. Put on that denim.
25. Zip it up.
26. Iconic spelled in three letters.
27. Truly iconic.
28. American staple.
29. Spelled in three letters.
30. It's because there's a gap between competition.
31. The gap is between us and them.
32. We put out the best.
33. The best you can buy.
34. It's the best stuff you can buy.
35. Best you've ever felt.
36. You ever been inside?
37. We got a lot.

38. A lot more than you think.
39. We got inventory.
40. Bringing it all out.
41. Try it all on.
42. You're gonna want to buy it.
43. Buy everything.
44. Get it all.
45. You want all of it.
46. We dropped Ye immediately.
47. Part of the brand.
48. Iconic.
49. Iconic brand.
50. An iconic brand.
51. We did it first.
52. Reminds you of your first jeans.
53. First jeans.
54. Bringing your first jeans.
55. First pair of jeans.
56. Your first pair of jeans.
57. More than jeans.
58. Head to toe.
59. Class from head to toe.
60. Classy from head to toe.
61. Traditional is good.
62. Keeping it traditional.
63. Twist on traditional.
64. There's a twist on tradition.
65. Nothing bad about tradition.
66. Keeping it easy.
67. To the roots.
68. Always in style.
69. Sleek and easy.
70. Easy style.
71. Making it look easy.
72. Make it look easy.
73. Not too shabby.
74. Easy does it.

75. Simple modern.
76. Modernly simple.
77. Put it on.
78. Timeless style.
79. Been cool forever.
80. Effortlessly the best.
81. Timeless output.
82. Timlessly been putting it on.
83. No time.
84. New to every generation.
85. Old money looks, young money price.
86. A timeless style.
87. Look like you have billions.
88. No clock on what we put out.
89. Always been the same.
90. Don't fix what's working.
91. No need to fix what's working.
92. If it ain't broke, don't fix it.
93. Let's keep it up to date.
94. Bringing it up to date.
95. Simple and clean.
96. Clean and simple.
97. Let it be easy.
98. Easy as can be.
99. Keeping it easy.
100. Don't be too hard about it.
101. Simple.
102. Keeping it simple.
103. Keep it simple.
104. Bring it.
105. Throw it on.
106. Just throw it on.
107. Let's see you put it on.
108. Timeless and effortless.
109. Effortless and timeless.
110. Time ain't gonna change it.
111. Simple changes.