



SUMMER 2023: Me x Lee
Campaign Design Guidelines

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Goals



GROW

Grow our **EMERGING** new target audience of 21-44 and invest in full funnel approach to messaging and marketing.

Diversify
Channels



ENGAGE

Engage our **EXISTING** in new, compelling ways to give them more reasons to buy, more frequently, and at full price

Grow the
Core



EXPAND

EXPAND our reach through social media, programmatic, testing and performance marketing

Diversify
Channels



ELEVATE

Continue to **ELEVATE** our product offering, content, experiences and tactics to become best expressions of the brand

Expand Categories
Brand Heat

2023 Campaigns



EQUITY CAMPAIGN: LeeOriginals

RECLAIM leadership in category by elevating brand expression through modern lens, to generate brand heat needed to reach new audiences and re-engage lapsed consumers.



ICONS CAMPAIGN: The Rider Jacket

REFRAME our brand icons through a modern styling and design to introduce the next generation to our iconic originals to reassert our timeless legacy.



SEASONAL CAMPAIGN: Me x Lee

ELEVATE seasonal expressions to highlight our seasonal trend offering and reanimate our timeless core programs to increase share of wallet with our existing, expanding and emerging audiences.



WHOLESALE / DT: In-Store + Digital

ELEVATE content and communications for our core business driving accounts while aligning with overall Lee brand language and strategy.

S23 Integrated Media Direction – Display + Social



EQUITY CAMPAIGN: LEE ORIGINALS



ICONS: RIDER JACKET



SEASONAL: ME X LEE



SEASONAL: SHORTS & CAPRIS

Concept	Extension of the “Originals” platform highlighting the product and consumer for media and OOH	Focus on an iconic product from our collection	Introduce the new seasonal assortment reinforcing the Lee lifestyle and the Originals platform	Dedicated campaign around our key core product which are seasonal volume drivers
Purpose	RECLAIM category leadership by elevating brand expression through modern lens. EXTEND reach to a new audiences and re-acquaint with existing consumers by better articulating and showcasing the Lee lifestyle.	REFRAME our brand icons through a modern styling and design to introduce the next generation to our iconic originals to reassert our timeless legacy.	ELEVATE seasonal expressions to highlight our seasonal trend offering and reanimate our timeless core programs to increase share of wallet with our existing, expanding and emerging audiences.	
Distribution	Video Connected TV (OTT) Paid social	Video including YouTube Connected TV (OTT) Display	Video including YouTube Connected TV (OTT) Display	Video Display Paid Social
KPI's	Impressions, Engagement (CTR) Traffic New consumer acquisition	Impressions, Engagement (CTR) Traffic New consumer acquisition	Impressions, Engagement (CTR) Traffic New consumer acquisition Conversion	Impressions, Engagement (CTR) Traffic New consumer acquisition Conversion

1H 2023 AT A GLANCE

MEDIA

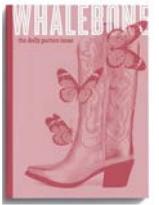
NATIONAL STREAMING VIDEO: LeeOriginals

HEARST MEDIA COLLAB DIGITAL + SOCIAL

ME x LEE - SEASONAL (SPRING-SUMMER) Upper Funnel Digital Campaign

National Display Campaign: Shorts, Capris

"ALWAYS ON" PAID SOCIAL



The Museum at FIT



FOR A WORLD THAT WORKS™



LEE

Jan

Feb

Mar

Apr

May

Jun

CULTURE + COLLABS

SEASONAL STORIES

Summer 2023 Creative Review



The Summer of Lee. The Summer of Me.

The vibe: The next chapter of Me x LEE is all about a spirit of freedom, escapism, self-expression, movement, individuality and momentum.

The sounds: The rattle and slam of skaters' wheels on a sun-bleached boardwalk. A 70s, 80s, 90 mixtape blasting from a retro boombox on the block. Listening to Watermelon Sugar High in your car. Press play (and take me away)!

The location: It's about tapping into a mood wherever you are at... your porch, the ocean, the sun-scorched city streets. The Summer of Me is not about a place, it's a feeling.

The style headlines: Bubblegum pastels deliver a retro sugar pop. Bleached denim x band shirts = festival cool for those who like it raw. Hip hop hook-ups are the double denim heroes we're here for. And there are shorts, shorts, shorts and shorter shorts for every body shape and mood.

The season's comeback kid? Hello there capri pants, we missed you! (We heart Summer Lovin' redux)

IT'S NOT A PLACE, IT'S A VIBE. GET INTO IT. #MExLEE



The Summer of Me: Downtown Retro Vibes

Pulling from the past, remixed for the today. City meets beach. The street influence demands attitude, self expression - and the joy that comes with comfort and cool brings in just being you.

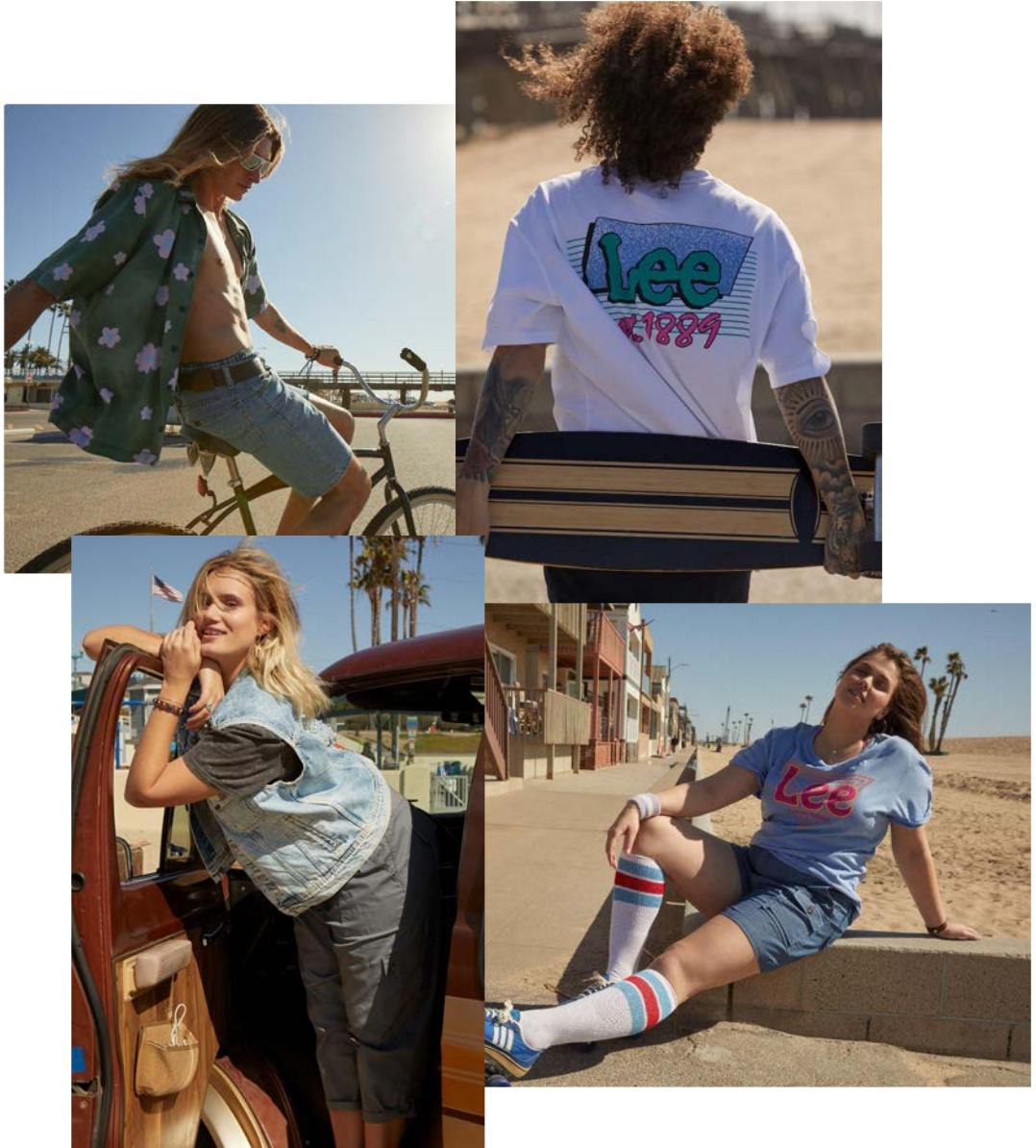
From **retro prints** to **denim-on-denim** to **vintaged washes** - to the return of the iconic **Rider Vest**.
Pieces mixed to be worn with a swagger and sense of self confidence and freedom on and off the boardwalk.



The Summer of Me: Roll With It

The mood is all about freedom, momentum and self-expression, inspired by the physical exuberance of skater culture, the liberation sparked by biking along the shore, or grooving to your summer playlist.

The **invisible stretch, performance, comfort and fit** of Lee Women's Ultra Lux Comfort cropped and short styles and Men's Extreme Motion shorts, lets you move your body, however you like to roll.



The Summer of Me: Color Lovin'

The season is all about joyful **self-expression**, plugging into a spirit of **freedom, escapism, playful pop references and vibrant cultural scenes**.

Say it loud in wide-leg pants in **bold green** and **purple**. Bubblegum **pastels** capture an effervescent mood.

If in doubt? Think **pink!**



The Summer of Me: All White Now

Nothing says summer like head-to-toe ‘vanilla dressing’ in shades of white and ecru.

Nights in **white denim**? The new dressed-up jean is the **wide-leg flare denim** pant in a pale and interesting hue.



The Summer of Me: Wish You Were Here, love LEE

Road trip, surf party, beach sleepover... take it away!

Suitcase-ready vacation heroes - **Graphic Tees**, one-and-done **Short Bib Overalls** and **Boyfriend, High Rise Cut-Off and Cargo Shorts** - are **effortlessly cool, versatile** pieces for endless days and summer nights.

Let the good times roll!



The Summer of Me: Everybody in the Place

Whatever your passion, however you want to express it.
Finding your individual Summer concert style is all about you.

Strut your stuff in summer's hottest matching set: **The Pearl-Embellished Vest and Shorty Short**. Or strike a laidback note in bleached, slouch jeans and a graphic tee.



me  Lee®

The Summer of Me: Proud to be Me, Proud to be Lee

Love is love! LEE proudly supports the LGBTQ community throughout every month of the year.

In June, we celebrate Pride Month with our bold **Rainbow Wide Leg Flares** and **Rainbow Vests** inspired by iconic original pieces from the LEE archives.

Proud to be Me. Proud to be LEE.



The Summer of Me: Two Becomes One

Make it a double.

The hip-hop hook up is the new way to do **double-denim redux**.

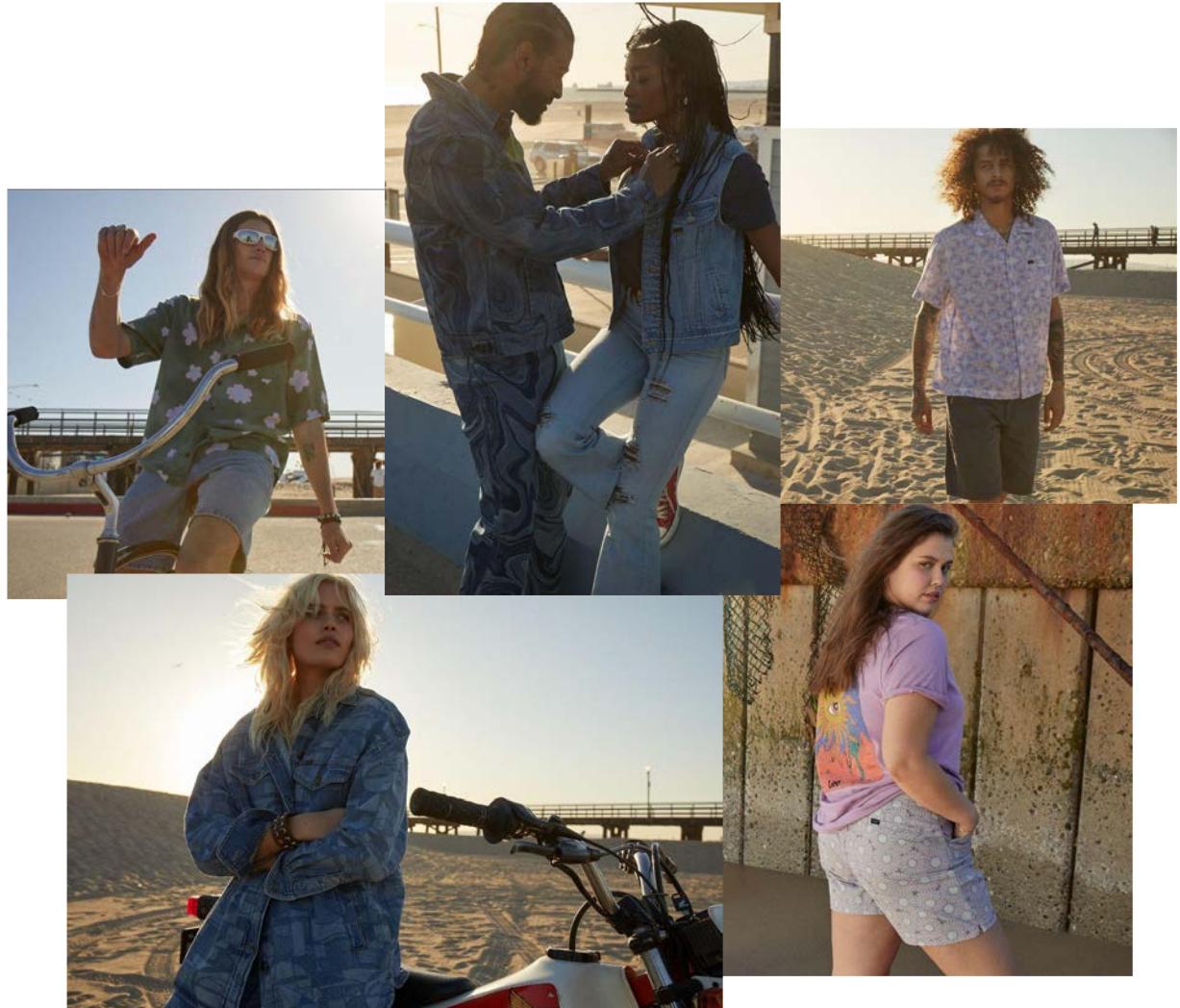
Add to your festival dressing/summer concert playlist.

me  Lee®



The Summer of Me: Prints & Pattern

Express your individuality and dial up the fun **Geometric Laser Prints, Bold Daisy Age Florals and Groovy Marble Print Denim** and to your summer playlist and express yourself to the max!



The Summer of Me: Bleach Baby

Acid-wash, 1980s bleach baby denim? Channel the bubble-gum pop revival with a **playful two-piece**. Or tone down **snow-washed pants** with the perfect white tee.

Whatever you do, make it you.





me  Lee®
MAY/23

MAY

KEY STORIES**The Retro Shop**Laser Geo Shacket
and ShortsRider Vest and Flare
with DX**Mother's Day****KEY ITEMS****Cropped Pants**

Pull-on Cropped Pant

Short Spotlight

9" Chino Short

Boyfriend Cut-Off Short

**KEY FITS****Wide Leg****KEY STORY****The Retro Shop**

Laser Prints

Marble Print Jacket and
Bootcut**Mother's Day****KEY ITEMS****Extreme Motion**

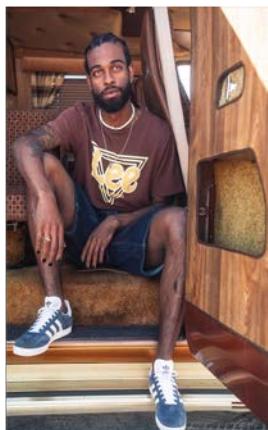
EM Swope Cargo

EM Crossroad Cargo

EM Flat front

**KEY FIT****Carpenter Styles**Striped Jacket and
Carpenter Pant

Carpenter Shorts



KEY STORIES

SUMMER OF ME. SUMMER OF LEE (dual gender: Me x Lee branded campaign)

Let the good times roll. This season's styles capture the freedom of summer escapism—no matter where you are.

THE RETRO SHOP (dual gender: assortment of vintage inspired styles)

Groovy laser-cut prints and distressed denim bring a '70s-inspired vibe.

MAMMA MIA (women's: assortment of styles illustrating mom's don't just wear mom jeans...)

This Mother's Day, we redefine the mom jean as we celebrate those who know how to do it all (and in style).

ALT:

ALL THE MAMAS (women's: assortment of styles illustrating mom's don't just wear mom jeans...)

This Mother's Day, we're going out to all the moms who know how to do it all (and in style).

KEY ITEMS

FREEDOM MOVEMENT (dual gender: Ultra Lux / Extreme Motion)

Liberate your self-expression with invisible stretch and flexible fits.

HERE COMES THE SUN (dual gender: shorts and cropped pants)

Embrace warmer days with lightweight cropped pants for her and ultra-comfortable shorts for him.

ALT

SHORT AND SWEET (dual gender: shorts and cropped pants)

All hail shorts season, with lightweight cropped pants for her and ultra-comfortable shorts for him.

GET YOUR LEGS OUT (dual gender: shorts and cropped pants)

All hail shorts season, with lightweight cropped pants for her and ultra-comfortable shorts for him.

KEY FITS

FIT FEATURE: THE WIDE LEG JEAN

Now in bright pops of color for joyful self-expression.

FIT FEATURE: THE CARPENTER (men's: all carpenter styles - shorts, pants, workwear striped shacket and pant)

Effortless cool with a utility-inspired twist.



me X Lee®
JUNE/23

JUNE

KEY STORY

Summer Whites

Hi-Rise A-Line Flare
Short Bib Overalls

Denim Tripper

Father's Day Pride Month



KEY ITEMS

Cargos

ULC Cargo Capri
Cargo Short

Graphic Tees/ Shorts

Summer Essentials



KEY STORY

Summer Prints

Camp Shirts
Rivet Navy Floral Shorts

Denim Tripper

Father's Day Pride Month



KEY FIT

Ever Fit Flare



KEY ITEMS

Cargos

EM Crossroad Cargo
EM Swope Cargo
Carolina Cargo

Graphic Tees/ Shorts

Summer Essentials



KEY FIT

Short Spotlight The Flat Front

EM Flat Front
Carpenter



KEY STORIES

ALL WHITE NOW (womens: Me x Lee branded campaign)

Nothing says summer like head-to-toe dressing in shades of white and ecru.

ALT:

NIGHTS IN WHITE DENIM (women's: Me x Lee branded campaign - women's white/ecru styles)

The new dressed-up jean is the wide-leg flare in summer white.

TURN IT UP (men's: Me x Lee branded campaign - men's print and pattern camp shirts - and button-downs in PLP)

In fun-loving prints, the latest camp shirts are your vacation-ready heroes.

SHORT SLEEVE SEASON

Ready to roll with our favorite bold print camp shirts, patterned and solid button downs, and graphic tees.

ROAD TRIPPER (dual gender: packing story - shirts, tees, shorts and cropped pants)

From vintage graphics to cut-offs and capris, these are the essentials you'll want to take along for the ride.

ALT:

THE PACKING LIST (dual gender: packing story - shirts, tees, shorts and cropped pants)

Turn on your Out of Office and go off the grid with relaxed novelty prints, easy button downs and distressed denim.

KEY ITEMS

PRECIOUS CARGO (dual gender: cargo capris and cargo shorts)

Whether colorful pants or shorts, cargos are here to stay. Switch up your look by dressing them up this season.

CAPRI DIEM! (women's: the return of the cargo capri in Ultra Lux Comfort - could include other cropped pants in PLP)

Call it a comeback: In new cropped silhouettes, our Ultra Lux Comfort cargo capri pants are designed to flatter every body.

STYLE ICON: THE HIGH-RISE CUT-OFF (women's - high-rise cut-off shorts)

The ultimate summer staple with an ultra-flattering high-rise fit.

ALT

Take your summer vibe thigh-high in Lee's iconic high-rise cut-off shorts.

SAY IT WITH STYLE (dual gender: graphic tees)

Vintage graphics that will tell a story for you.

ALT:

GET GRAPHIC (dual gender: graphic tees)

Like your favorite concert tee that you'll want to wear over and over again.

KEY FIT**INTRODUCING THE EVER FIT JEAN** (women's: Ever Fit jeans)

The most comfortable jean you'll ever own. Crafted in stretch cotton, designed to move with you and sculpt in all the right places.

FREE TO BE YOU (Men's: Extreme Motion Flat Front Short - could add in EM pants in as well in PLP)

Flexible fabrications provide all-day comfort without sacrificing style.



me~~X~~Lee®
JULY/23

KEY STORY**Summer Concert Series**

Pearl Embellished Vest & Shorty Short

Back to School**KEY ITEMS****Have It All**

Unionall / Bib Overall / Shortall

Shorts Spotlight

Chino Shorts

Layers

Rider Jacket/ Vest, Shirts, Tees

**KEY STORY****Summer Concert Series**

Shorts

Graphic Tees

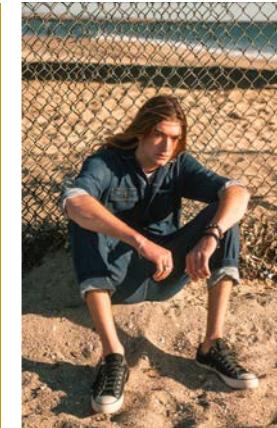
Back to School**KEY ITEMS****Have It All**

Unionall/Overalls

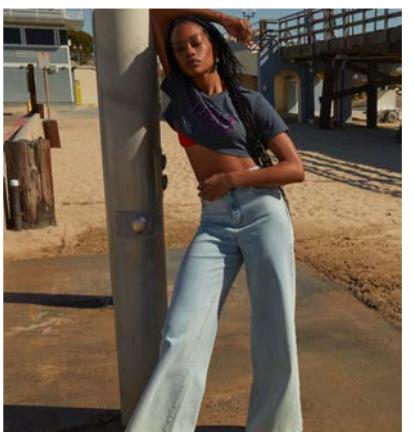
Short Spotlight

Legendary 5-Pocket Layers

Rider Jacket, Shirts, Tees

**KEY FIT**

Slouch Jean

**KEY FIT**

Slouch Jean

Slouch Shorts



KEY STORIES

EVERYBODY IN THE PLACE (dual gender: assortment of summer concert styles)

Whatever your passion, however you want to express it—finding your individual summer concert style is all about you.

ALL IN ALL [or HAVE IT ALL] (dual gender: union-olds, short-olds, overalls, short overalls)

Celebrating 110 years of versatility, comfort and movement. The Union-All™, the short-all, the overall are really all you need. Just add you.

MORE IS MORE (dual gender - layering pieces, all categories)

Effortlessly cool, versatile layering pieces for endless days and summer nights.

KEY ITEMS

LEGENDS NEVER FADE (Rider Jacket and Vest)

Woven throughout culture and history as the ultimate layer of comfort and cool. Proof that iconic style never fades off into the sunset.

ALT:

TAILORED. TIMELESS. A TRUE ORIGINAL. (Rider Jacket and Vest)

With its legendary tailored fit and signature utilitarian details in selvedge denim, or in a range of premium cotton washes this iconic original never gets old.

PEARL JAM (women's: pearl studded vest and "shorty short")

The pearl-embellished jacket and micro shorts are summer's next-level matching set.

STYLE SPOTLIGHT: THE SHORT UNION-ALL™ (women's: short unionall)

Meet the summer statement piece you'll be wearing on repeat.

THE SHORT OF IT (women's: short union-all and short bib overalls)

Iconic Lee short bib overalls and Union-Alls™ get the short treatment for summer.

STYLE SPOTLIGHT: THE UNION-ALL™ (men's: union-all™)

One-and-done denim that makes getting dressed a breeze.

ALT:

Relentlessly cool. Unbelievably comfortable. The iconic Union-All's street-smart, utility style is a must have this summer.

KEY FITS

FIT FEATURE: THE SLOUCH JEAN (dual gender - women's jean, men's jean and short)

Extra relaxed for that carefree vibe.

ALT

The slouch effect. A super relaxed, low-slung fit designed to hang loose.

ADDITIONAL COPY

FORM & FUNCTION

These utility-inspired pieces give a nod to original workwear while maintaining a totally modern look and feel.

MODERN ICONS

Tried-and true denim shorts in a variety of lengths and rises are the summer staple you need.

DECades OF STYLE

In summer brights and whites, retro-inspired flares are back (and better than ever).

MODERN ICONS

Our legendary shorts lend a vintage look to everything from graphic tees to button-downs.

SUMMER 2023

DESIGN GUIDELINES

The purpose of these campaign guidelines are to illustrate the design language for the Summer 2023 campaign. There are a range of executions in order to illustrate how the design system works across channels enabling adaptation to all format and media needs.

SUMMER 2023

DESIGN GUIDELINES

p. 51-52: How It Comes Together

p. 53-54: The Design Elements

p. 55: Grid Ratios

p. 56: Digital Banners

P. 57: Social Media

SUMMER 2023 DESIGN GUIDELINES

HOW IT COMES TOGETHER

This example illustrates how the design system works as a system to create an impactful, balanced, and product focused campaign.



SUMMER 2023 DESIGN GUIDELINES

THE DESIGN ELEMENTS

The Summer 2023 campaign design kit is comprised of the Me x Lee campaign lock-up and type treatments, each with a role and place in the design system.

The following pages illustrate how these elements work together with the seasonal imagery to create compelling executions across channels.



Summer 2023 Me X Lee campaign typeface is Helvetica Neue.

SUMMER 2023 DESIGN GUIDELINES

TYPOGRAPHIC SYSTEM

ADS

A SHORT STORY

In a variety of rises and hemlines, these
are the essential shorts of the season.

[SHOP THE SHORT GUIDE](#)

HEADER
TITLING GOTHIC
SIZE: 130
TRACKING: 7%

BODY
HELVETICA NEUE
SIZE: 55
TRACKING: 2%
LINE HEIGHT: 80

CTA
FONT: HELVETICA
SIZE: 40
TRACKING: 7%

WEB

A SHORT STORY

In a variety of rises and hemlines, these
are the essential shorts of the season.

[SHOP THE SHORT GUIDE](#)

HEADER
ROBOTO CONDENSED MEDIUM
SIZE: 120
TRACKING: -2%

BODY
ROBOTO REGULAR
SIZE: 55
TRACKING: 2%
LINE HEIGHT: 80

CTA
FONT: ROBOTO CONDENSED REGULAR
SIZE: 40
TRACKING: 7%

SUMMER 2023 DESIGN GUIDELINES
GRID RATIO



1:1 GRID



3:4 GRID



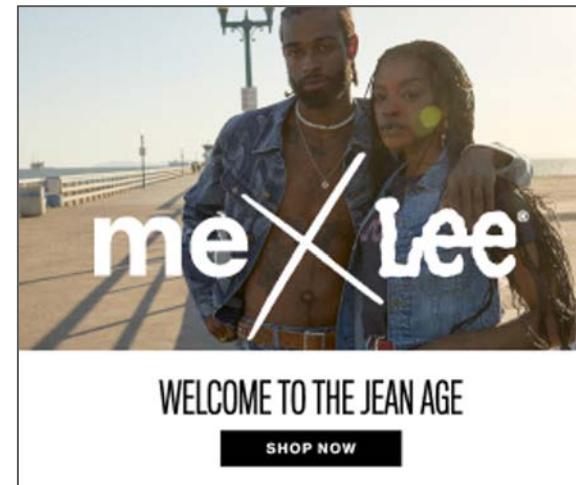
4:3 GRID

SUMMER 2023 DESIGN GUIDELINES

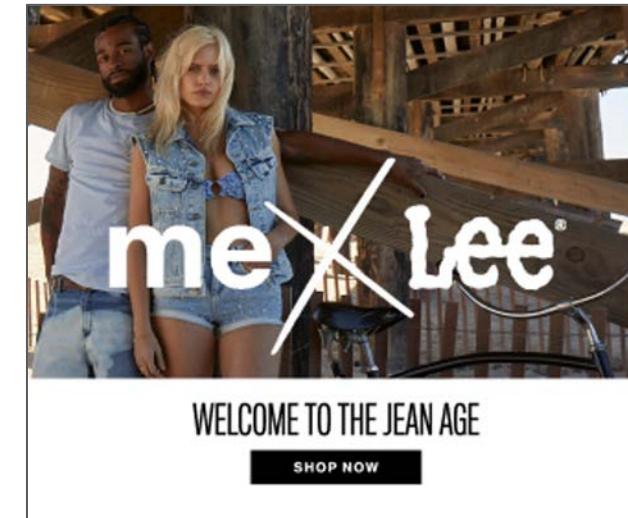
DIGITAL BANNERS



300 x 600



300 x 250



336 x 280



728 x 90



160 x 60

SUMMER 2023 DESIGN GUIDELINES
SOCIAL MEDIA



1080 X 1920



1080 X 1350



1080 X 1080

Summer 2023 Me x Lee Assets

SU23 Me x Lee Campaign Assets

Still Imagery: <https://kontoorbrands.box.com/s/w583765wxsz49mid52k8yjz33thxij1n>

Moving Image:

Still Life:

SS23 Rider Campaign Assets

Still Imagery: <https://kontoorbrands.box.com/s/d2pobhav596chws17u5erabrhoavugcz>

Moving Image – <https://kontoorbrands.box.com/s/su7uc57azp7gaoc2shi5aiwaukow3eu8>

THANK YOU