

MEMBERS ONLY®



THIS IS OUR STORY



Iconic Racer Jacket



Vegan Leather Jacket

IT STARTS WITH HERB.

THE FOUNDING MEMBER





Herb Goldsmith had a flair for design and marketing that helped change the look of men's outerwear and jolted the advertising landscape along with his co-founder Edwin Wachtel.

One day in the 1970s at his Long Island country club, he looked up and saw a sign that said, “Members Only.” To him it conveyed quality and exclusivity. In 1975, Wachtel and Goldsmith started the Members Only brand, made famous by its band-collared woven bomber jackets.

On a trip to Germany in 1978, he saw a jacket with military inspired epaulets and a Nehru collar. Using a shiny chintz fabric from Japan, he designed his own version of it, with a slim fit, knitted ribbing at the waist and cuffs, and a strap at the collar. He offered it in a rainbow of colors, with a discreet “Members Only” tag stitched below the breast pocket.

Creative and controversial marketing campaigns along with celebrities helped push jacket sales to \$125 million annually in the late '80s. Mr. Goldsmith said Members Only became the No. 1 men's outerwear company, accounting for more than a quarter of total department store sales, outselling its top four competitors combined.

The two sold the brand in 1986 and Wachtel left the business while Goldsmith stayed on for another six years.

Larry Gatlin and the Gatlin Brothers

CAPTIVATING

AN ENTIRE GENERATION

Take a tip from the Gatlin Brothers.
Get into MEMBERS ONLY.
You'll look good and feel different.
But remember, it's only MEMBERS ONLY
if it says so on the pocket.

AN ICONIC JACKET OF THE 80'S



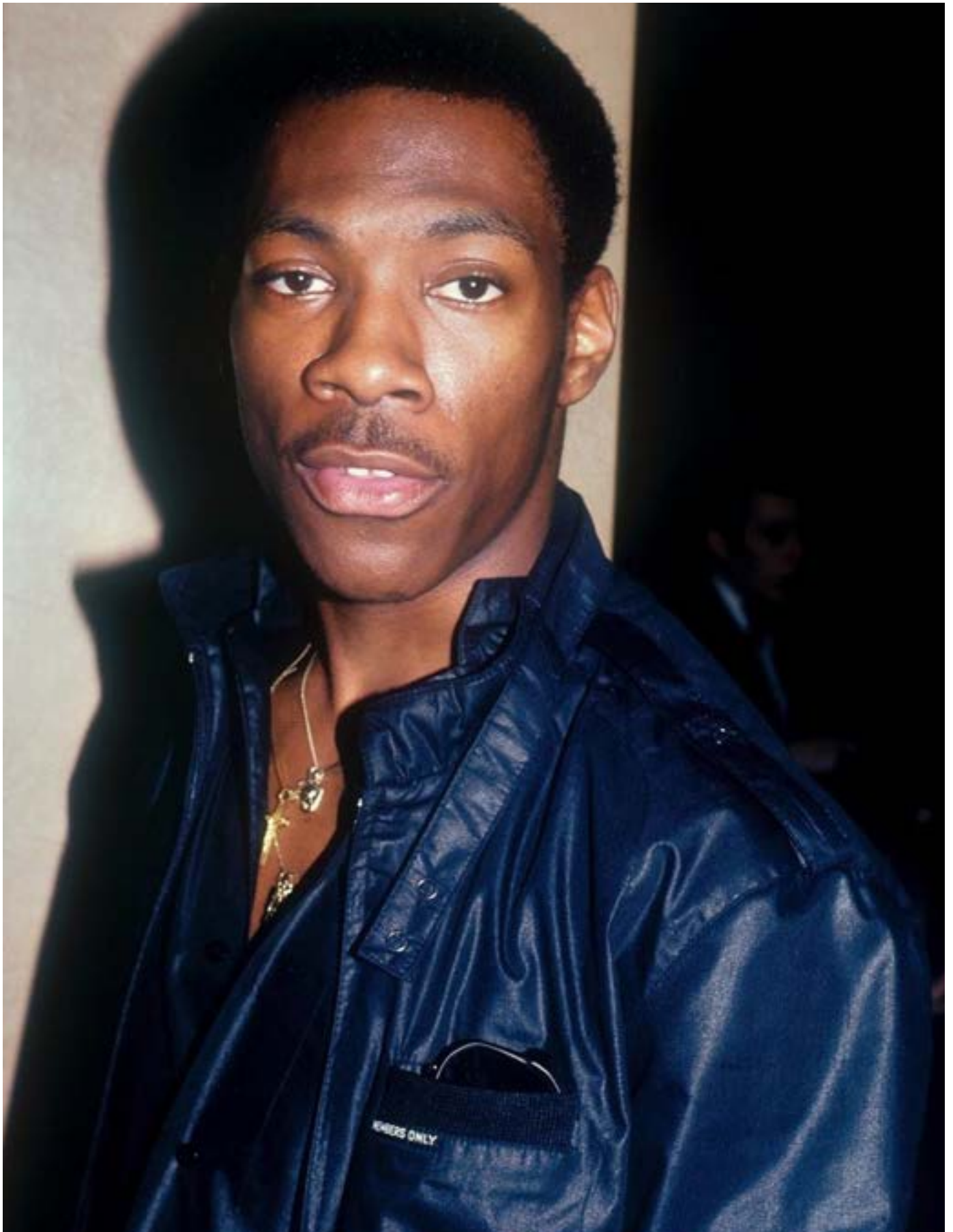
**MORE THAN A JACKET..
AN ICONIC PIECE OF CULTURAL HISTORY**



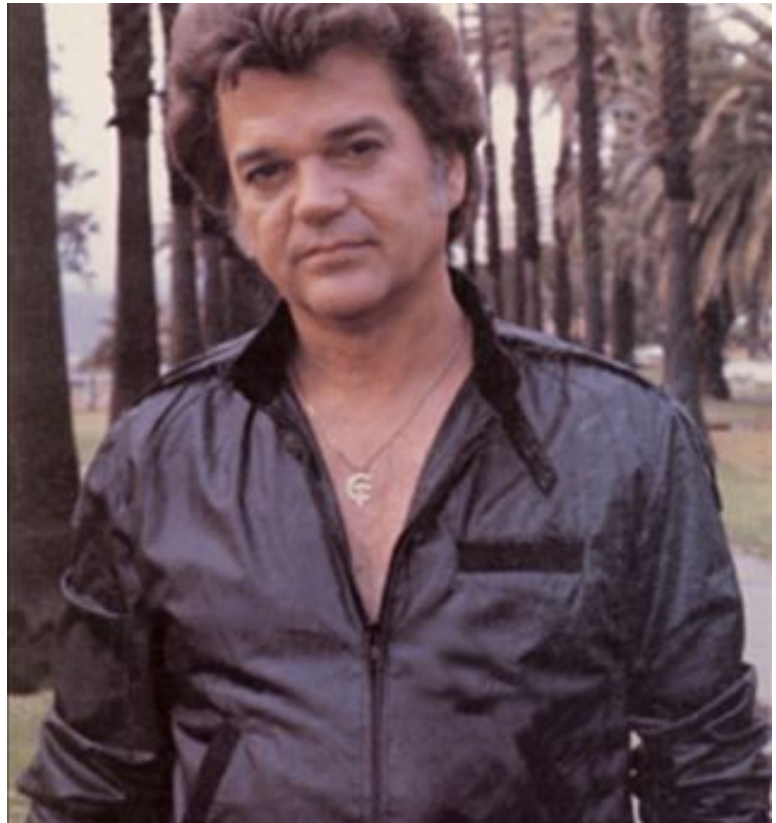
Burt Reynolds, Dean Martin, Shirley MacLaine, Sammy Davis Jr, and Members Only Fan, Frank Sinatra, on the set of Cannonball Run II.



Bob Barker, Phil Collins, Bert Reynolds



Eddie Murphy



Magic Johnson, Joe Piscopo, Jerry Lewis, Bill Russell

THAT KEEPS COMING BACK...



Will Smith, Members Only Iconic Jacket, Pursuit of Happyness (2006)

MEDIA



Matt Damon as Sonny Vaccaro

Air (2023)



Hooded Jacket

Jury Duty So1Eo6 "Closing Arguments" (2023)



Damson Idris as Franklin Saint

Snowfall "Ballad of the Bear" (2023)



Iconic Jacket

NCIS: Los Angeles (2022)



Mark-Paul Gosselaar as Paul Jackson

Mixed-ish So2Eo3 (2022)



Chris Pine as Steve Trevor

Wonder Woman 1984 (2020)

FOR MORE...



Kevin Hart, Grudge Match 2013

MEDIA



Alison Brie as Ruth Wilder

GLOW (2019)



Joe Keery as Steve Harrington

Stranger Things (2017)



Rosario Salazar

Will and Grace (2017)



Gary Cole

Talledega Nights: The Ballad of Ricky Bobby (2006)



Wayne Knight as Newman

Seinfeld (1998)



Cory Feldman

The Goonies (1985)

AND MORE.



Zac Efron Leather Racer Jacket



Justin Bieber, Mariah Carey, Sophie Turner

A woman with dark hair and bangs is shown from the chest up, looking off to the right. She is wearing a dark blue zip-up jacket over a white and black horizontally striped sweater and a green polo shirt. The background is a blurred green forest. The text "TRANSFORMING INTO A TIMELESS STAPLE PIECE ..." is overlaid on the right side of the image.

**TRANSFORMING INTO A
TIMELESS STAPLE PIECE ...**

STAPLES IN HISTORY

LOUIS VUITTON MONOGRAM

EST. 1896



CHUCK TAYLOR ALL STAR

EST. 1922



MEMBERS ONLY ICONIC RACER

EST. 1975



GUESS JEANS

EST. 1981



Members Only Iconic Racer

INTRICACIES.

WHICH DETAILS MAKE IT ICONIC?



- epaulette (s)

- racer strap

- woven labels

- polyester cotton fabric

- ribbed waist

The narrow button tab through the collar just might make it the most recognized style around. It remains the single largest-selling jacket in the country.

There's two reasons why," said Herb Goldsmith. "It was the glazed chintz fabric with that name label over the pocket that was appealing, but also, it comes in 24 colors."



Shoulder straps, otherwise known as epaulettes, are traditionally used in military clothing, and enable the wearer to add a piece of decoration to the garment.

THIS SKYROCKETED MEMBERS ONLY INTO A HIGHLY DESIRED COLLABORATIVE PARTNER.



MEMBERS ONLY®



Members Only x Cleveland Cavaliers

The Members Only x Cleveland Cavaliers limited edition jacket designed specifically for season ticket members. A fully custom jacket with the iconic colors of wine and gold adorned the silhouettes of Season ticket holders and coaches.



The three-quarter with pull-string windbreaker was inspired by the wine and gold colors of the Cleveland Cavalier uniform.

The windbreaker featured a stitched logo on the lower flap pocket, with the Cleveland logo on one warm, and the words "Wine & Gold United" on the other.

Members Only x Cleveland Cavaliers

Polycotton fabric, mesh lining, functional front pocket, and pull-string.

MEMBERS ONLY®

JAGUARS



Members Only x Jacksonville Jaguars

The Members Only x Jacksonville Jaguars limited edition jacket designed specifically for season ticket members. A fully custom jacket with the iconic colors of teal and black adorned the silhouettes of Season ticket holders and coaches.



Full iconic racer zip with was inspired by the teal and black colors of the Jacksonville Jaguars uniform.

The racer jacket featured a stitched Members Only logo, with the Jacksonville Jaguars mascot patched logo on the chest.

Members Only x Jacksonville Jaguars

Polycotton fabric, double snap latch, shoulder epaulette

MEMBERS ONLY®



Members Only x New York Islanders

The Members Only x New York Islanders limited edition jacket designed specifically for season ticket members. A fully custom jacket with the iconic colors of orange and blue adorned the silhouettes of Season ticket holders and coaches.



50 | UBS Arena

MEMBERS ONLY JACKET

Receive a one of a kind Members Only jacket exclusively for Season Ticket Members.



MEMBERS ONLY®



Members Only x Gumball3000

Founded in 1999 by British entrepreneur Maximillion Cooper, Gumball 3000 is a car rally which has taken thousands of supercars and entrants on an epic journey all across the globe, touching down on every continent to create one of the greatest bucket list experiences possible behind a wheel.



At the annual Gumball 3000 event, David Hasselhoff was seen wearing our Members Only Official Gumball 3000 Racer Jacket.

Members Only Iconic Racer at Event

MEMBERS ONLY®

POGOPALOOZA
The World Championships of Pogo



Members Only x Pogopalooza Sponsorship

The Members Only x Pogopalooza collaboration

Sponsorship

The Xpogo Stunt Team is the world's best extreme pogo entertainment, Featuring Championship Pro Athletes flying over 10 Feet in the air on extreme pogo sticks throwing down flips and incredible tricks. With fans across the globe, and new followers after every show, Xpogo Stunt Team Pros are a hit everywhere, every time. Members Only sponsored the team during their Pogopalozza Show in 2022.



MEMBERS ONLY®



JEAN-MICHEL BASQUIAT



Members Only x Basquiat Collection

The Members Only x Basquiat Collection pays homage to Jean-Michel Basquiat. A world renowned artist who rose to success during the 1980s as part of the Neo-expressionism movement. Several art works of Basquiat's were used on a range of Members Only jacket styles.



Basquiat Windbreaker Jacket and Hoodie

Windbreaker designed with polycotton fabric, and mesh lining.
Hoodie designed with pull-string.

MEMBERS ONLY®



Members Only x Keith Haring Collection

The Members Only x Keith Haring Collection consists of windbreakers, hoodies and zip-ups that pay homage to Keith Haring. The world renowned artist whose pop art emerged from the New York City graffiti subculture in the 1980s. His animated imagery has become a widely recognized visual language.



Keith Haring Hoodie and Windbreaker

Windbreaker designed with polycotton cotton fabric, and mesh lining, Hoodie designed with pull-string.





Bugs Zip Jacket

MEMBERS ONLY®



The Members Only x Space Jam Windbreaker Collection consists of vibrant shades, and designs of favorite cartoon characters like Bugs Bunny, Daffy Duck, Lola Rabbit, and Tweety Bird. The jackets are available in various vibrant styles, with notable features like inside pockets.



Bugs Patchwork Windbreaker



Lola and Tweety Bird Windbreaker

MEMBERS ONLY®

**SPACE
JAM**
A NEW LEGACY



Boy's Tune Squad Jacket

Members Only Kids Collection: Space Jam & Looney Tunes

The Members Only Kids Space Jams & Looney Tunes Collection consists of both puffer jackets and windbreakers. All are adorned with childhood favorites like Bugs Bunny, Lola Rabbit, Tweety Bird, Squarepants.



Heavy Quilted Puffer Tune Jacket



Space Jam Windbreaker

MEMBERS ONLY®



Members Only x Looney Tunes Collection

The Members Only x Looney Tunes collection has multiple styles of polycotton windbreakers designed with collages of characters like Bugs Bunny, Lola Rabbit, Marvin the Martian, Sylvester the cat, Tweety Bird, and the Tasmanian Devil.



Looney Tunes Windbreaker and Denim Trucker Jacket



MEMBERS ONLY®



Members Only x Nickelodeon Collection

The Members Only x Nickelodeon Collection has multiple styles of polycotton windbreakers designed with collages of Rugrats characters like Tommy Pickles, his beloved dog Spike, Reptar, Chuckie Finster, as well as Hey Arnold characters like Arnold, Gerald, and Helga.



Nickelodeon Windbreakers

MEMBERS ONLY®



Members Only x SpongeBob Squarepants Collection

The Members Only x SpongeBob Squarepants Collection consists of multiple styles, and textures. Designs from denim, to polycotton windbreakers that are adorned with face childhood favorite, SpongeBob Squarepants.



SpongeBob Denim Trucker Jacket

Shoulder detail, full back print, self locker loop



SpongeBob Windbreaker

Polycotton with SpongeBob Squarepants print.

MEMBERS ONLY®



Members Only x Garfield Collection

The Members Only x Garfield collection has multiple styles of polycotton windbreakers designed with collages of Garfield, and Odie.



Garfield Windbreaker Jacket



**REINVENTING WITH
PREMIUM COLLECTIONS**



Iconic Racer Jacket in Slate

Available in 17 colors

- Orange
- Yellow
- Purple
- Light Grey
- Dusty Sky
- Grey
- Black
- Red
- White
- Slate
- Soft Yellow
- Light Pink
- Khaki
- Burgundy
- Dark Green
- Navy
- Wheat



Men's Classic Iconic Racer Jacket in Pink



Women's Classic Iconic Racer Jacket in White

MEMBERS ONLY®



Washed Satin Boyfriend Jacket

Boyfriend & Quilted Collection



Heavy Iconic Racer Quilted Lining Jacket

Fully lined and filled interior.



Winslow Quilted Jacket

Featuring a quilted detail on the body. With a zipper closure, two waist pockets



Vegan Leather Iconic Racer



Men's Vegan Leather Iconic Racer Jacket



Women's Vegan Leather Iconic Racer Jacket

MEMBERS ONLY®



Brooklyn Zip-Up Hoodie

Zip Hoodie

Jersey Lined Drawstring



Crewneck

100% Cotton French Terry Heather Fabric

MEMBERS ONLY®



Colorblock Hoodie



Men's Emerson Ombre Hooded Sweatshirt

Pullover Hoodie in 100% Cotton Fabric Sweatshirt Fabric. 2 Color Ombre Dye.



Taylor Double Zipper Pullover Hoodie

Pullover Hoodie in Cotton Blend



Men's Austin Zip-Up Hoodie

Full zip hooded sweatshirt with chest pocket



**NEW 2023
ELEVATED COLLECTION**

Suede Iconic Racer Jacket



Men's Lambskin Iconic Jacket

Iconic Jacket in High Quality 100% Lambskin



Women's Suede Iconic Jacket



Women's Lambskin Iconic Jacket

MEMBERS ONLY®



Collections: Houndstooth, Herringbone, and Varsity



Anderson Glen Herringbone Iconic Racer Jacket



Clinton Houndstooth Oversized Jacket



Varsity Jacket



Warm wool fabric with Faux Leather Sleeves Diamond Quilt Inside

MEMBERS ONLY®



Members Only x Pride Collection



PRIDE Members Only Iconic Jacket
Light Grey



PRIDE Members Only Iconic Jacket
Light Pink

MEMBERS ONLY®

Scrubs





Men's Brighton 3-Pocket Scrub Top & Women's Siena 5- Pocket Scrub Top

Premium 4 way stretch breathable fabric with Anti-Microbial,
Moisture-Wicking & Anti-Wrinkle properties



MEMBERS ONLY®

Footwear





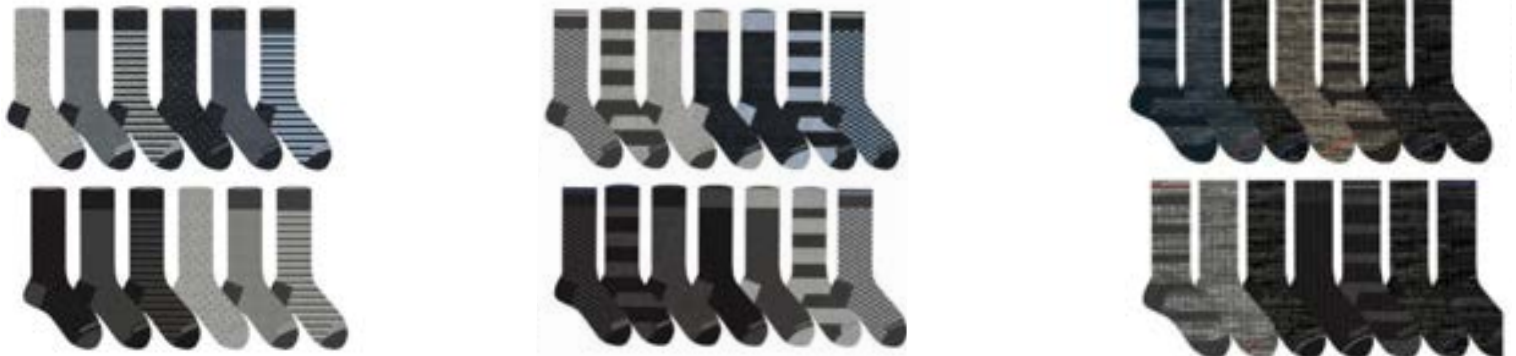
Men's Ribbed Knit Stellar Sneaker



Men's Iconic High-Top Sneaker



Driving Shoes



Socks & Footwear

MEMBERS ONLY®

Men's Kits



01



Multi-Tool Kit

Case includes ten bolts, driver, mini-Phillips, mini-slotted, extension, pliers, 3 ft. tape, and four sockets. Case is vegan leather.

02

Screwdriver Kit

Features 3 Phillips bits, 3 Slotted bits, leather punch, and driver base - all carried in a Members Only vegan leather case.



03



Shoeshine Kit

Features a shoe horn, neutral polish, black polish, polishing cloth, and a brush. All in a Members Only vegan leather carrying case.

MEMBERS ONLY®

Luxury Barware



01



Wine Set

Features a wine opener, wine stopper, and set of 6 wine charms.

02



Stainless Steel Flask

Features a round design and sleek stainless steel. With Members Only engraving.

03



Bottle Opener Bracelet

features a sleek design with a Members Only logo and bottle opener.

04



Cocktail Shaker

Features clear top glass and solid black foundation.



05



Wall Mount Bottle Opener

With a magnetic detail and Members Only logo on the bottom.

06



Cocktail Strainer

Featuring a stainless steel design and made of plated zinc alloy.

07



Jigger

Featuring a gun metal design made of plated zinc alloy.

08



Cocktail Picks

Featuring a pin-point ball design. Comes in a set of 6 and is made of plated zinc alloy.

MEMBERS ONLY®

Accessories





Baseball Hat



Tablet Case (Genuine Leather)



Laptop Case (Genuine Leather)



Two-Tone Tote Bag (Genuine Leather)

MEMBERS ONLY®

Other Categories





Luggage



Grooming



Eyewear



Belts



*Water graphics on both tops
**Asymmetrical shorts w/ drawstring & graphics

Todd M210291L
4-7 MH10291L
8-12 MR10291L

Todd M210290L
4-7 MH10290L
8-12 MR10290L

Children's Outerwear



Wallets

MEMBERS ONLY®

A BRAND FOR ALL.

Demographics





Youth (16-24)

A new group of members has emerged through various collaborations, social media, influencers, and a discovery of their Dad's jacket.

18 - 24 - whether discovering the brand through thrift shops, or nostalgic images of playful social ads, this group is quickly learning about the history of the brand as they seek to bring back everything 80's and 90's.

Young Adults (25 - 34)

A steady audience who appreciates a well styled versatile jacket that makes a statement. This group is also a big fan of many of our cartoon collaborations which remind them of their childhood. Our latest elevated collections are also a big draw with this audience.

Mature Adults (35-44)

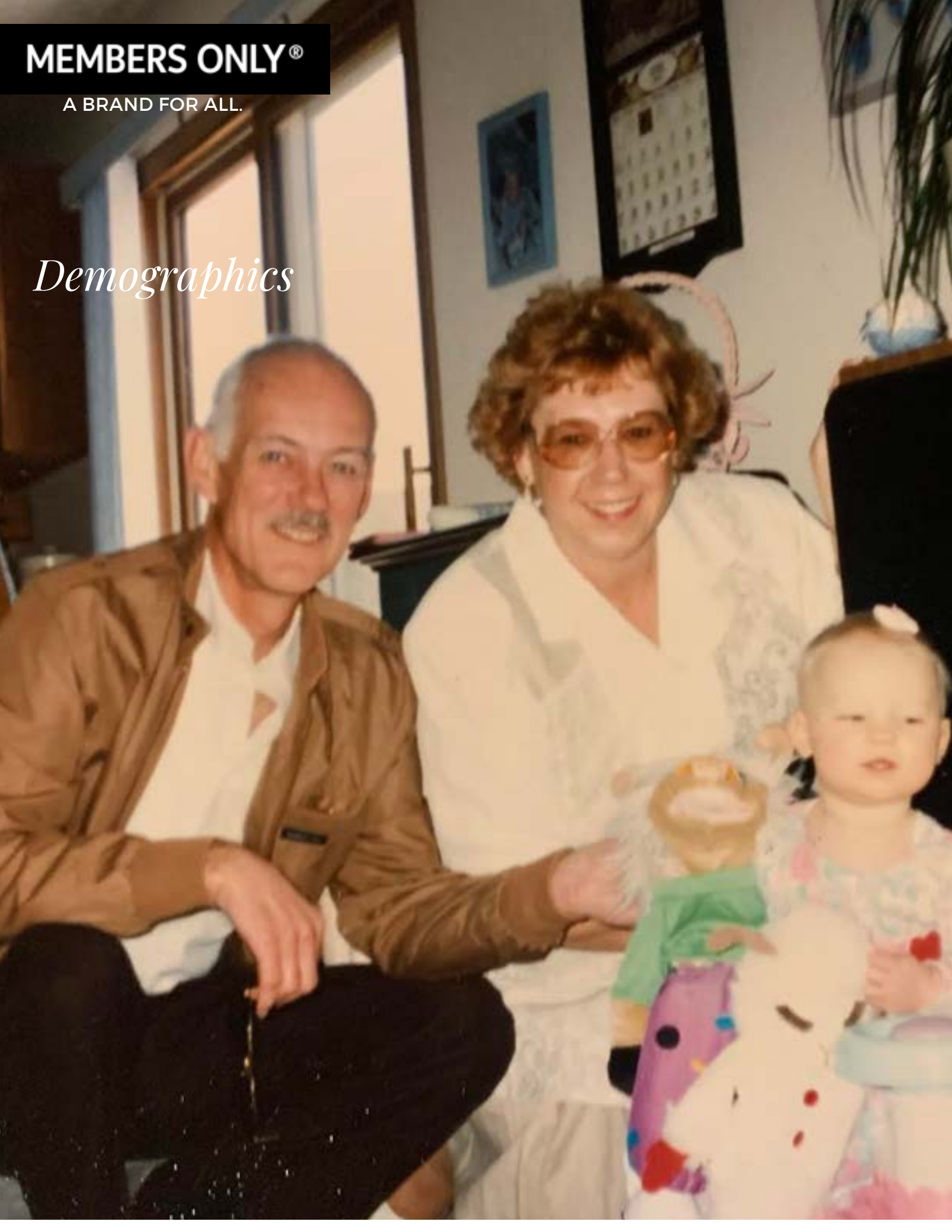
This audience is split between knowing the brand from their childhood, or discovering it through their parents.



MEMBERS ONLY®

A BRAND FOR ALL.

Demographics





Gen X 43-58

May come as a surprise to some but this group is often the most playful and flamboyant either proudly wearing their favorite childhood jacket they might remember as super cool or a fad that had it's time or fully embracing the original slogan, when you put it on something happens and letting their inner rockstar out.. either way this core group are amongst our most loyal and fun hearted.

Boomers I (59-69)

55-64 This audience is very familiar with Members Only and while they may not watch as closely, there's never a jacket that doesn't catch their eye and give them a momentary smile. While they may not be up on the latest trends they're certainly a very loyal group who probably has a jacket tucked away in their closet.



Boomers II (65+)

65+ If they haven't been wearing a jacket everyday for 40 years then they aren't a true member.

MEMBERS ONLY®



LOOKING AHEAD

Collaborations
Influencer Partnerships
Elevated Designs
Creative Marketing
Creative Content
National Commercial
Expanding Licensing Visions
Strengthening Community

Flagship Members Only Lounge Opening in NYC

National TV Broadcasted



Breaking Hearts Since 1975

Iconic Racer Jacket





I Knew You'd Be

Iconic Racer Jacket





Chess Club Members



Tennis Club Members



VIP Club Members



Board Members

BACK IN THE GAME

MEMBERS ONLY

MEMBERS ONLY

1979



DISTRIBUTION

Overview of worldwide distribution channels for Members Only, ranging from brick and mortar to Internet retailers.



TOP TIER

Liverpool (Mexico)
HBC (Canada)

SPECIALTY STORES

American Dream
America's Kids
Aquino Reo
Urban Outfitters
AAFES
Marines
Navy
Dr. Jays
Dolls Kill
KNYEW
WILDFANG
4MEN
City Man
Mazel
Seaburg
Tom, Dick & Harry
YRB
The Vision
Vengeance
Alloy
Action Wear
Kitross

MID TIER

Forever 21
PacSun
Zumiez
Tilly's
Macys

FLASH

Gilt
Hautelook
Rue LaLa
Touch of Modern
Groupon

OFF-PRICE

Bealls Outlet
Beyond The Rack
Burlington
Cititrends
Marmaxx
Nordstrom-Rack
Saks Off-Fifth
Steinmart
Hamricks
Forman Mills
Ross Stores
Haband
Century 21
Madison Closeouts

ONLINE

RETAILERS

Amazon
Zappos
Zulily
Fashion Nova
Stitch Fix

INTERNATIONAL

Canada
Mexico
United Kingdom
Germany

CLUBS

Costco
Sam's Club

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