



PETER MILLAR CORPORATE COLLECTION HANDBOOK

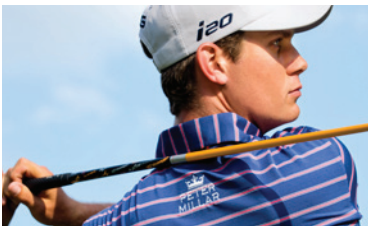
BRAND AMBASSADORS



BRANDT SNEDEKER



BILL HAAS



HARRIS ENGLISH



BRANDEN GRACE



RICHARD STERNE



GEORGE COETZEE



IN THE WORLD



GOLF CHANNEL'S MORNING DRIVE



THE HUMANA CHALLENGE AND
THE BMW CHAMPIONSHIP

Peter Millar serves as the primary apparel vendor for all tournament staff and volunteers at these two marquis PGA Tour events annually



PRESIDENTS CUP

Peter Millar was the Official Apparel Provider for the International Team at the 2013 Presidents Cup, held October 1-6 at Muirfield Village Golf Club in Dublin, Ohio.



RYDER CUP

Official Licensed Vendor for the Ryder Cup in 2014.



OUR COMPANY

It all started in 2001, when our founder, Chris Knott, set out to create the perfect cashmere sweater. Not a designer himself, Knott, an experienced sales rep for some of the best-known menswear companies in the industry, focused on what he did know: his customer. And that customer valued authenticity, craftsmanship, confidence and humility.

As our company has grown into a global lifestyle brand, we've never lost sight of what's most important. You'll find nods to our Shared Values in all of our products. From signature goose-foot stitching to unexpected touches, like a silk undercollar, to exceptional customer service, our trademark attention to detail has built a brand that is unmistakably recognized the world over as Peter Millar.



MENS SOLID COTTON LISLE

MC00K01 KNIT COLLAR



BLACK



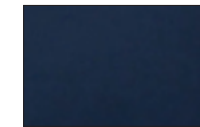
TAR HEEL BLUE



WHITE

MENS SOLID COTTON LISLE

MC00CK01 KNIT COLLAR



NAV1



RED3



LADIES SOLID COTTON LISLE

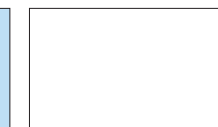
LC00K01 KNIT COLLAR



BLACK



TAR HEEL BLUE



WHITE



NAV1



RED3

“Quality and service are incredibly important to FedEx and both are clear and evident in Peter Millar corporate logoed apparel. FedEx is a proud and very satisfied customer.”

— Dan Mullally, FedEx Senior Vice President, Worldwide Sales

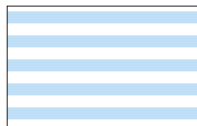


MENS CLASSIC STRIPE COTTON LISLE

MC00K02 / MC00K02S KNIT COLLAR / SEAN SELF COLLAR



BLACK / WHITE



TAR HEEL BLUE / WHITE



PATRIOT NAVY / WHITE



MENS SOLID COTTON LISLE

MF14K17KH KELLY HARD COLLAR



PATRIOT NAVY



WHITE



MENS SOLID SATIN WASHED LUXURY JERSEY POLO

MC00K21 KNIT COLLAR



NAVY



WHITE



TAR HEEL BLUE

MENS CLASSIC STRIPE COTTON LISLE

MC00CK02 KNIT COLLAR



RED3 / BLACK



RED3 / WHITE

“At Hendrick, the appearance of our team is of the utmost importance, and Peter Millar provides us with the right look for success.”

— Mike Desmond, Market Area Vice President, Hendrick Automotive Group



MENS

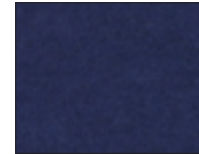
MELANGE FLEECE QUARTER ZIP VEST
MC00CK35



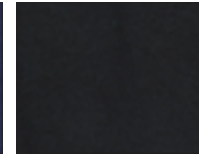
RED3

MENS

MELANGE FLEECE QUARTER ZIP
MF14K36 / MC00CK36



PATRIOT NAVY



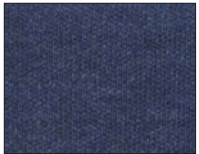
BLACK



RED3

MENS

HEATHER INTERLOCK QUARTER ZIP
MF14K40



PATRIOT NAVY



BLACK



WHITE



LADIES

MELANGE FLEECE QUARTER ZIP
LC00K36



PATRIOT NAVY



BLACK

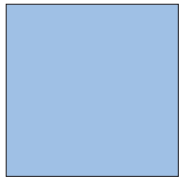


RED3



MENS SOLID STRETCH JERSEY

MC00EK01 KNIT COLLAR / MC00EK01S SEAN SELF COLLAR WICKING



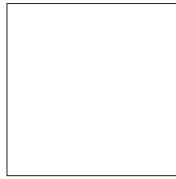
COTTAGE BLUE



MIDNIGHT



BLACK



WHITE

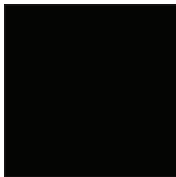


LADIES SOLID STRETCH JERSEY

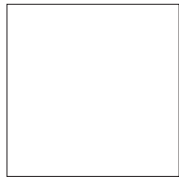
LC00EK01 KNIT COLLAR WICKING



MIDNIGHT



BLACK

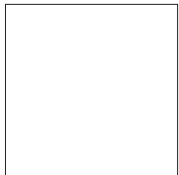


WHITE



MENS SOLID LONG SLEEVE STRETCH JERSEY

MF14EK26S SEAN SELF COLLAR WICKING



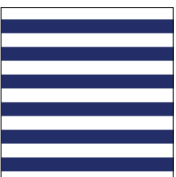
WHITE

MENS COMPETITION STRIPE STRETCH JERSEY

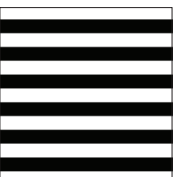
MC00EK02 KNIT COLLAR / MC00EK02S SEAN SELF COLLAR WICKING



COTTAGE BLUE



MIDNIGHT



BLACK

WICKING - SUMMER COMFORT

4.7 oz 92% Polyester / 8% Spandex Single Jersey Knit

Sun protection, UPF 50+

4 way stretch, easy care

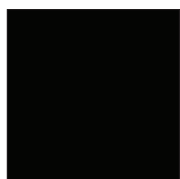
Moisture wicking, quick dry, odor control

MENS "PERTH" STRETCH PERFORMANCE QUARTER ZIP

MF14EK40 WICKING



MIDNIGHT



BLACK



WHITE

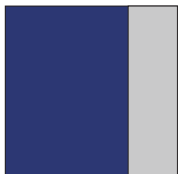


YOKE LOGO
DETAIL

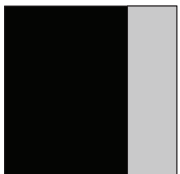


MENS "BARCELONA" PERFORMANCE WINDBLOCK JACKET

MF14EZ26 WIND



MIDNIGHT



BLACK

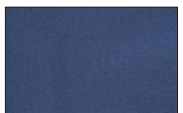


YOKE LOGO
DETAIL



MENS "GENEVA" LIGHTWEIGHT PACKABLE WINDBREAKER

MF14EZ30 WIND



MIDNIGHT



PACKED
LOGO DETAIL



OUR BRAND VOICE

The Peter Millar brand exhibits a refined sense of luxury without pretension; panache without arrogance. Our brand voice conveys a remarkably confident view on all matters of style and decorum; possesses a worldly sensibility.

The Peter Millar Man reflects those values. He is entrepreneurial and spirited. With his wit and passion, the Peter Millar Man has built a good life and is quietly appreciative of the luxuries his efforts afford him. He is stylish but not flashy; confident yet uniquely authentic. He respects the thought and detail found in our brand's styling and the ability it gives him to express his individuality. Our apparel does not define him, it punctuates who he already is.



MENS "RALEIGH" WASHED TWILL PANT

MC00B84 100% PIMA COTTON



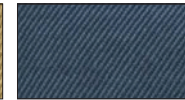
STONE



KHAKI



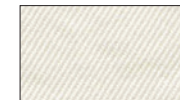
BRITISH TAN



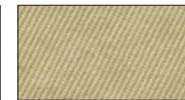
NAVY

MENS "WINSTON" WASHED TWILL SHORT

MC00B31 100% PIMA COTTON



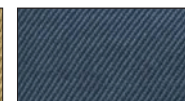
STONE



KHAKI



BRITISH TAN



NAVY

"Our iconic red umbrella is one of our most important assets, and Peter Millar presents it in a first class way. The Peter Millar brand combined with the Travelers brand is a powerful combination."

— Jay S. Fishman, Chairman & CEO, The Travelers Companies, Inc.



MENS

"SALEM" HIGH DRAPE PERFORMANCE SHORT

MF14EB82 WICKING



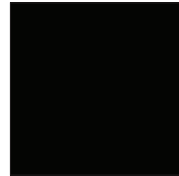
MIDNIGHT



STONE



KHAKI



BLACK

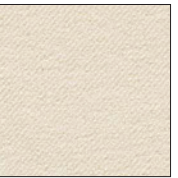
MENS

"DURHAM" HIGH DRAPE PERFORMANCE PANT

MF14EB78 WICKING



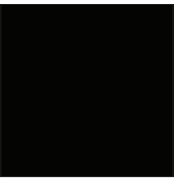
MIDNIGHT



STONE *



KHAKI *



BLACK

* STONE AND KHAKI ARE AVAILABLE WITH FINISHED BOTTOMS -MS14EB78FB



"We're self-aware, and we know what we are. We are our market. We make clothes for real people, and if we won't wear it, we won't make it."

—CEO Scott Mahoney



OUR PEOPLE

At our Raleigh-Durham headquarters, we aren't focused on the latest trends. We are focused on what our customer wants next: classic and timeless style, with signature Peter Millar flair.

As a group, we value knowing our customers — what they like, what they're looking for, what they'll buy. It helps that we are our own customers. We are entrepreneurs. Business people. Golf aficionados. Family men. Stylemakers. If we won't wear it, we won't make it.

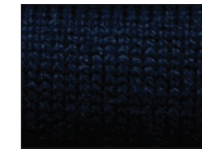
Working hard, being kind and doing right by our customer are all things we value. Setting a higher standard is what we're about. It's a part of who we are and certainly a part of everything we do.

In 2012 Peter Millar was acquired by Compagnie Financière Richemont, positioning the company alongside storied luxury brands like Cartier, Montblanc and Chloé.



MENS ITALIAN MERINO V-NECK

MC00S31 100% MERINO WOOL



NAVY



CHARCOAL



BLACK



MENS ITALIAN MERINO V-NECK VEST

MC00S32 100% MERINO WOOL



NAVY



CHARCOAL



BLACK



MENS ITALIAN MERINO QUARTER ZIP

MC00S52 / MC00CS52 100% MERINO WOOL



NAVY



CHARCOAL



BLACK



RED3



LADIES ITALIAN MERINO QUARTER ZIP

LC00S52 100% MERINO WOOL



NAVY



BLACK

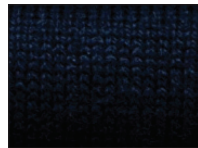


RED3



MENS ITALIAN MERINO QUARTER ZIP VEST

MC00S54 100% MERINO WOOL



NAVY



CHARCOAL



BLACK



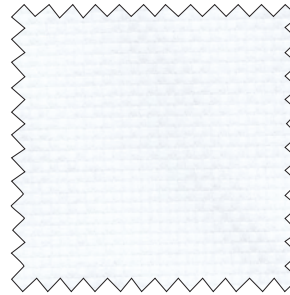
OUR PRODUCT

Peter Millar is anything but expected style. It's ever-changing and evolving, without constantly chasing trends. We find a graceful balance in the ebb and flow of fashion to keep our style current and timeless all at once. While other brands interpret trends, we ride the crest of current consumer sales. This helps us bring new products to market in a much shorter time frame than competitors do, with a focus on what will sell.

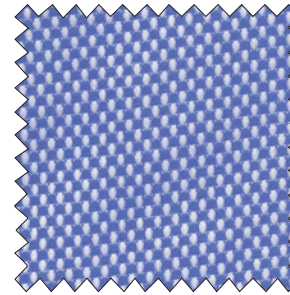
Our design process is guided by our shared values, and it stands on a foundation of excellent operations and sourcing. We find best-of-class materials from the world's finest mills, coordinate with top fabricators and efficiently ship to our Durham fulfillment center.

MC00W01CBL

MENS NANOLUXE ROYAL OXFORD SOLID
CLASSIC BUTTON DOWN



WHITE

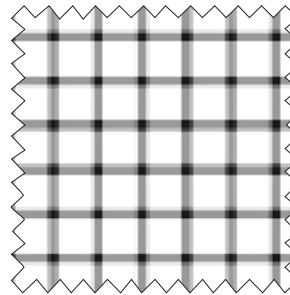


BLUE

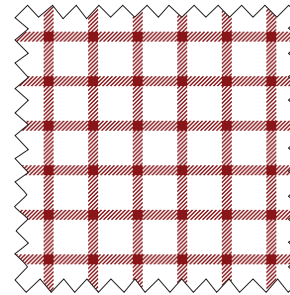


MC00W14 CBL

MENS NANOLUXE TATTERSALL
CLASSIC BUTTON DOWN



BLACK



RED3



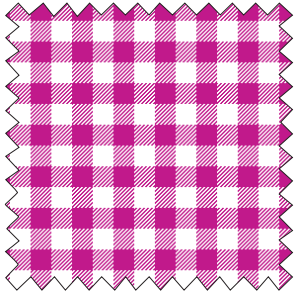
"It's about taking clothes people feel comfortable in and adding twists that make them stand out."

— Mike Bowers, Peter Millar VP of Merchandising

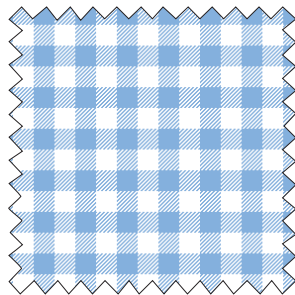
MF14W00CBL

MENS NANOLUXE TWILL CHECK

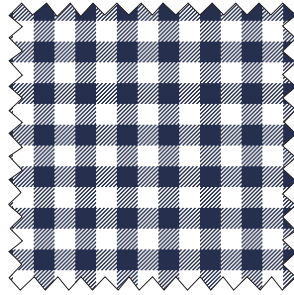
CLASSIC BUTTON DOWN



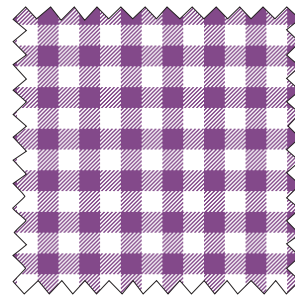
AZALEA



TAR HEEL BLUE



NAVY

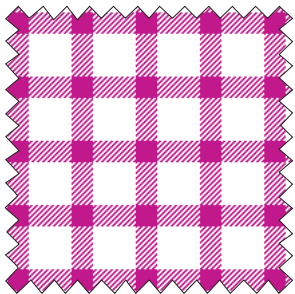


PURPLE

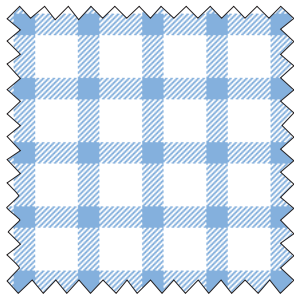
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MENS NANOLUXE TWILL TATTERSALL

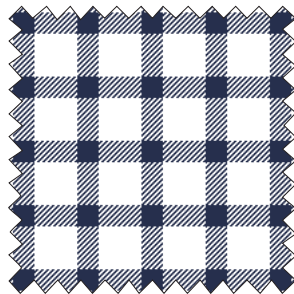
CLASSIC BUTTON DOWN



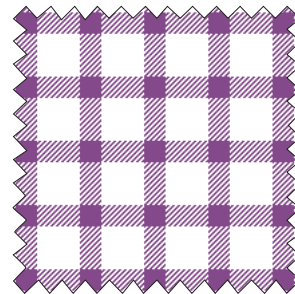
AZALEA



TAR HEEL BLUE



NAVY



PURPLE





OUR CUSTOMER SERVICE

At Peter Millar, customer service is the core to everything we do, and for us, that starts with strong relationships.

Once we get to know our customers and genuinely connect with them, then we can deliver what's most important to them. And that, at the end of the day, is what's most important to us.

MENS BIT LOAFER
MC00F40 / MC00F40X



BLACK



CHOCOLATE

MENS BIT CROC LOAFER
MC00F41 / MC00F41X



BLACK



BROWN

MENS SOLID STRETCH JERSEY
MC00EI01



WHITE

MENS COMPETITION STRIPE STRETCH JERSEY
MC00EI02



MIDNIGHT / WHITE



CLUBHOUSE CLASSICS

CANVAS GARMENT BAG

AC00A122

NAVY



CLUBHOUSE CLASSICS

CANVAS SHOE BAG

AC00A121

NAVY



CLUBHOUSE CLASSICS

CANVAS DUFFLE BAG

AC00A120

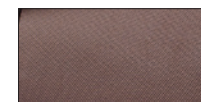
NAVY



"DRIVE"

PERFORMANCE DUFFLE BAG

AC00EA02



ESPRESSO



MIDNIGHT