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NEWS RELEASE

## Aerie Announces #AerieREAL Role Model Iskra Lawrence

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Model, Advocate and Editor Represents Confidence and Loving Your Real Self Through #AerieREAL  
NEW YORK, Feb. 9, 2016 /PRNewswire/ -- Today, intimates and loungewear brand **Aerie®** makes it official with long time #AerieREAL girl, **Iskra Lawrence**, announcing her as the new **#AerieREAL Role Model**. For the last year, the British-born model and NEDA (National Eating Disorder Association) advocate has appeared in unretouched intimates, loungewear and swim Aerie campaigns. A champion for body positivity and acceptance, Iskra shares her message with her 1M Instagram followers and through her Runway Riot platform to empower young women to love their real selves.

In her new role as the #AerieREAL Role Model, Iskra will appear at the upcoming pop-up truck touring US colleges February 28 - March 20, 2016, in stand-alone Aerie stores to meet and greet customers and at brand events nationwide to bring exciting experiences directly to Aerie girls. She will also share her fitness and lifestyle tips as well as seasonal product favorites and her personal #AerieREAL story on [www.aerie.com](http://www.aerie.com).

"Aerie shares my values in uplifting women, building their confidence and embracing the unique qualities that make us all beautiful," comments Lawrence. "I am honored to be the #AerieREAL Role Model and to continue representing their brand message." Hear more from Iskra about her experience living the #AerieREAL message [here](#).

Since the launch of #AerieReal in 2014, the brand has boldly stopped retouching models and has been innovative in the intimates and swim space. Aerie featured **Emma Roberts** in an unretouched intimates campaign for Fall and Holiday 2015, and partnered with **Gray Malin** to shoot a grand-scale unretouched selfie atop Miami Beach,

featuring hundreds of real women in Aerie swimwear.

Iskra joins #AerieREAL alumnae **Barbie Ferriera, Eli Almeida** and **Ally Walsh**, all of whom have proudly gone unretouched for previous Aerie campaigns.

"Aerie is about embracing and celebrating the real you; Iskra embodies our mantra of challenging conventional standards through her unique beauty and vibrant personality," states Aerie Global Brand President, **Jennifer Foyle**. "We are thrilled to bring her to the forefront of our campaigns."

Aerie invites customers to join the conversation and share what makes them #AerieREAL for a chance to be featured on AerieReal.com.

### About Aerie

Aerie is bras, undies, swim and more for every girl. Designed in sizes 30AA to 36DDD Aerie is committed to making bras for girls of all sizes feel good about themselves, inside and out. No supermodels. No retouching. The real you is sexy.® #AerieREAL. For more information, please visit [www.aerie.com](http://www.aerie.com).

### About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 141 international stores operated by licensees in 22 countries. For more information, please visit [www.ae.com](http://www.ae.com).

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