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NEWS RELEASE

Aerie Empowers Women with Share Your Spark Campaign

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Expands #AerieREAL Message & Best-Selling Sunnie Collection

NEW YORK, Aug. 3, 2016 /PRNewswire/ -- Intimates and loungewear brand **Aerie®** announces today the launch of its **Share Your Spark** campaign to empower women and expand its #AerieREAL message. The campaign encourages women to share their sparks—their positive thoughts and words of advice—on social media to inspire others. The launch comes at an especially proud moment as Aerie celebrates its 10th anniversary and more than two years of #AerieREAL, a commitment to 100% unretouched models that started in 2014 and has grown into a movement about body positivity and self-love.

The Share Your Spark campaign launches with a **video** that brings together 40 Aerie girls from all walks of life, including #AerieREAL Role Model **Iskra Lawrence**, Aerie designers, social media fans, artists, bloggers and Aerie models **Barbie Ferreira, Fo Porter, Amber Tolliver, Annie McGinty, Diana Veras and Eli Almeida**. In the video, each #AerieREAL girl wears a bra from the Sunnie Collection as she shares her spark and passes it onto the next girl, empowering her and inspiring confidence.

"#AerieREAL celebrates real beauty, inside and out," states Aerie Global Brand President, **Jennifer Foyle**. "It's a message that resonates with our girls, and we're so excited to give them a new way to join the movement with the Share Your Spark campaign."

In addition to the campaign, Aerie introduces new styles under its best-selling **Sunnie Collection**, including a Sunnie Demi Coverage Lightly Lined Bra, **Sunnie Bralette** and Sunnie Undie. The new fits complement the existing **Full Coverage Lightly Lined** and **Pushup** styles from the Sunnie Real Soft® T-shirt bra collection and can be found in

stores and online at **Aerie.com**. Prices range from \$14.50 to \$49.95.

"It was truly inspiring to work with the 40 women on this campaign and celebrate body positivity and confidence in such an empowering way. Aerie continues to transform the industry by eliminating retouched photos and encouraging women to discuss important issues like body image, self care and education," comments Aerie Real Role Model, Iskra Lawrence. "What spark do I want to share? Together, we can learn to love our real selves and change the world."

Aerie invites anyone to join the movement and share their spark using #AerieREAL.

About Aerie

Aerie is bras, undies, swim and more for every girl. Designed in sizes 30AA to 40DD Aerie is committed to making girls 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**.

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 157 international stores operated by licensees in 24 countries. For more information, please visit **www.ae.com**.

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