



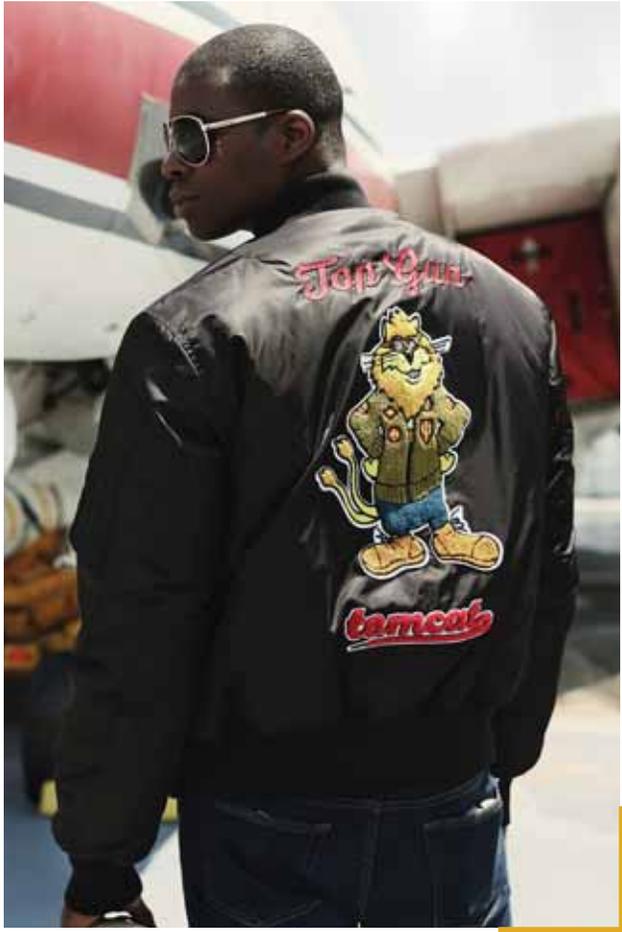
AN AMERICAN ICON

BRAND VISION

The TOP GUN Brand is a truly American Brand. TOP GUN has grown over the years as a “heritage brand” of outerwear but the future of the brand resides in a broader, cleaner and more sophisticated interpretation of the name. A TOP GUN brand that is appealing to a wider range of consumers attracted to the military cues but even more passionate about a new level quality and assortment of products that reflect an everyday urban-suburban fashion wardrobe. A more “grown-up” TOP GUN.







TOMCAT HISTORY

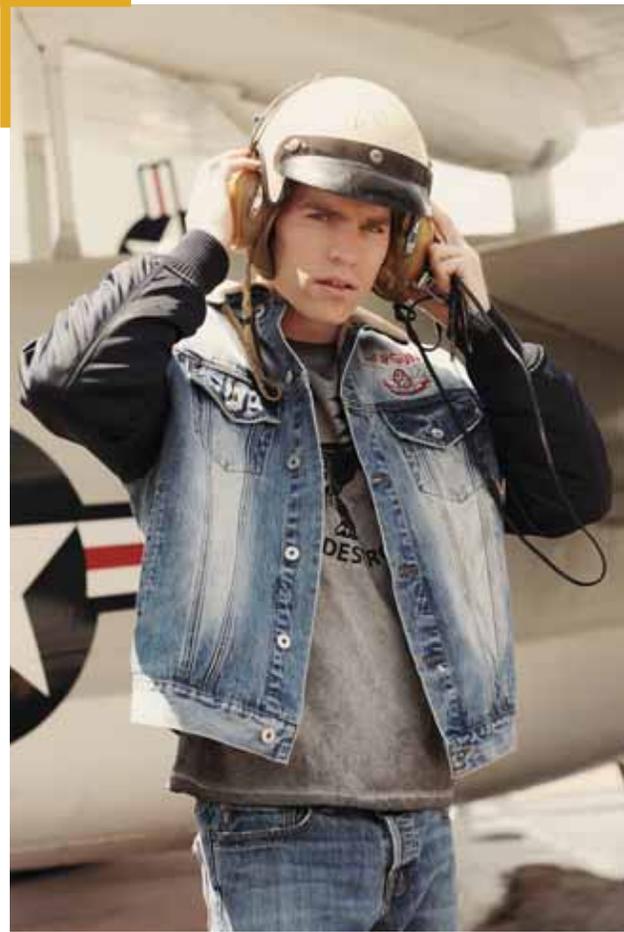
During the embattled 60's and 70's American forces needed a new technology to not only fight, but outperform, her enemies. In 1970 American ingenuity and style came together to create one of the most celebrated fighting machines in history, the F-14 fighter jet. This modern marvel coupled an unheard of thrust with unbelievable agility. No other nation on earth had anything that could move like the F-14. Regardless of weather, visibility, or altitude the F-14 awed whoever was lucky (or unlucky) enough to witness it. However, not everyone is comfortable with revolution. The much-respected Vice Admiral Thomas Connolly had to fight tooth and nail, putting his reputation and career at risk, to get the government's support behind the F-14. His dedication to innovation was rewarded, not only by history but also the naming of this amazing machinery. Vice Admiral Connolly was immortalized with the christening of the F-14 as the "Tomcat", his call sign in WWII. Throughout its impressive 35+ year run, the Tomcat has inspired fashion, mechanics, movies, and even fictional characters. The Tomcat Cat is a long beloved mascot of this iconic fighting jet, due to the fact that they're both 'agile night fighters'. In the spirit of American ingenuity Top Gun aims to match the combination of function and style that the Tomcat was celebrated for.











BRAND TRAITS

AUTHENTIC / TOP GUN is rooted in the American "speed culture" from fighter jets to vintage motorcycles and anything that goes fast! The name recalls not only movies and airplanes but the uniquely American desire to stand-up straight and succeed no matter the odds.

GUTSY / The TOP GUN mentality is expressed not in terms of testosterone but in bold, unflinching design and a forthright and honest desire to produce products and a brand experience that make a difference to our consumers - especially a strong, independent women's consumer.

QUALITY / Men's or Women's, TOP GUN is design and quality that goes beyond expectations and market standards. It is ingrained in the TOP GUN future to only put forth products that satisfy all aspects of what makes great garments; fit, finish, style and durability.

INTELLIGENT / As both a retail and wholesale brand TOP GUN has the ability to involve our consumers in both product development and all aspects of the brand experience. From fast-track testing new garments in the flagship doors to previewing communication and seasonal efforts before they roll-down to our wholesale customers, the TOP GUN brand will be smart, pointed and all ears when it comes to our consumers.





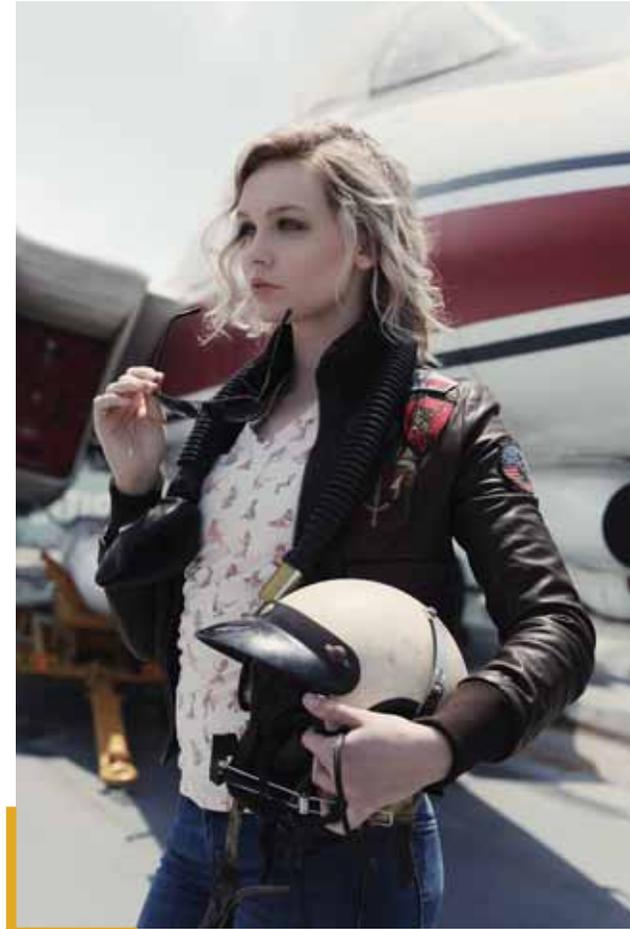




WOMEN'S AVIATION

It wasn't long after the first manned flight that the dream of aviation alit inside of brave women everywhere. Just 7 short years after the Wright Brother's first flight a woman successfully became the first American female licensed aviator... but it's not the woman you probably think. Despite the review board's great trepidation Harriet Quimby was licensed August 1, 1911, a full decade before Amelia. Harriet's early life is a mystery but the successes of her adult life, as a writer, are what made her known as the 'darling of her day.' She later earned the title of "Queen of the Air" due to her international successes in the sky. Sadly, she only had her aviation license for 11 months due to a tragic accident that claimed multiple lives in 1911.

Fun Fact: In her early flying days Harriet concealed her femininity in male flying suits to avoid societal judgment. Today we celebrate female aviation with a stylish line of jackets and clothing that definitely does not conceal femininity.









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