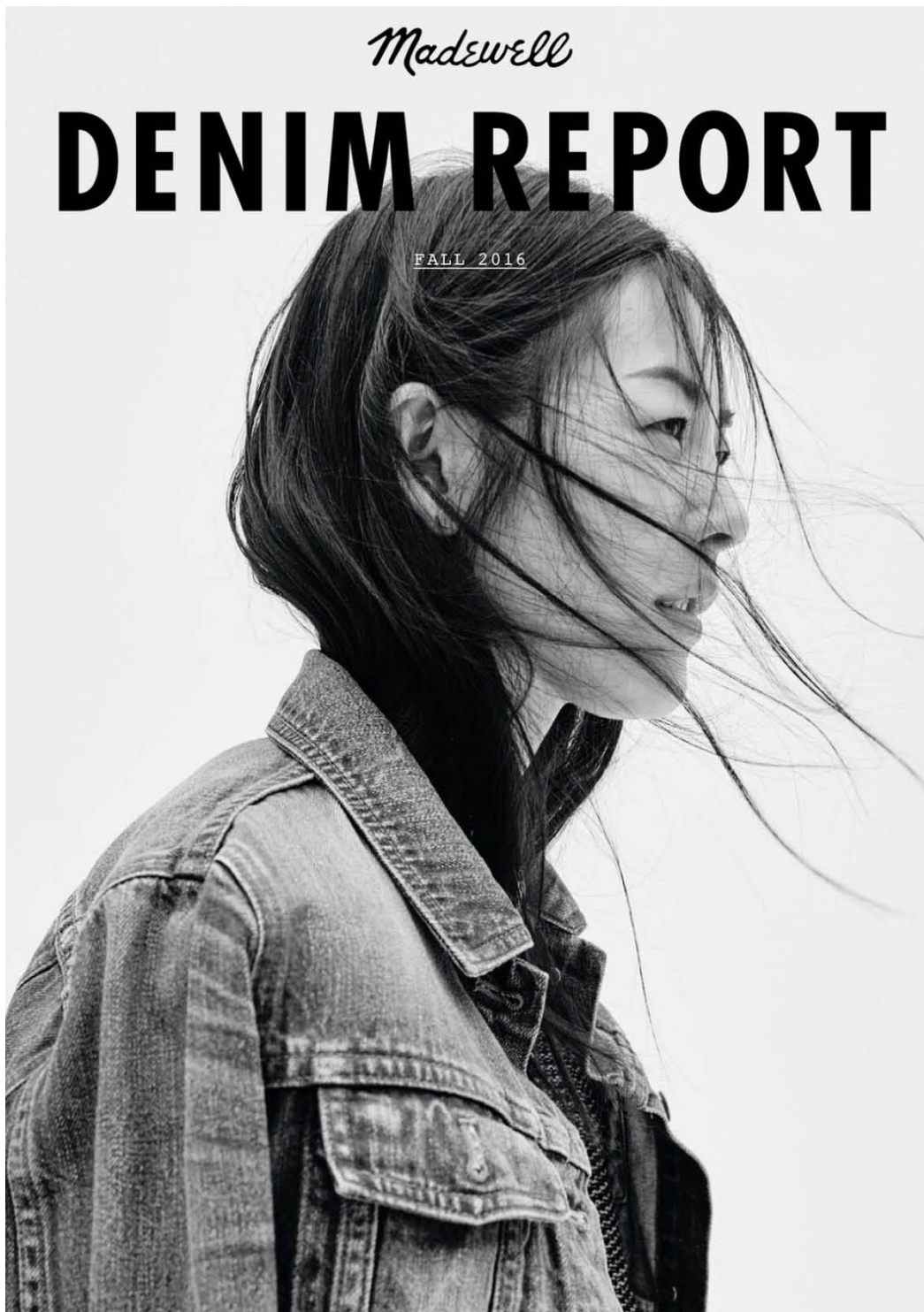


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*Madewell*



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#DENIMADEVELL

DENIM REPORT

FALL 2016

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## YOUR FALL FORECAST: **DENIM** WITH A CHANCE OF **DENIM**

Today is the best day to be a denim lover. Today as in this minute. But also tomorrow, and the day after that. Why? Because our denim is better than ever. Thanks to the latest technology, the fabric is stretchier and comfier, and now there's a wash, shade and style you'll want to wear for any occasion (from wide legs and popover tops to jeans so soft, they might replace your Saturday sweats). And as our designer Joyce says, "Some of the coolest styles aren't even jeans at all." So consider this your road map for the season: how to mix the new shapes into your wardrobe, Joyce's styling tweaks and what all this "denim technology" stuff actually means.



COVER: The Jean Jacket worn with the Riverside Pullover. ABOVE: The Perfect Vintage Jean worn with the Central Shirt and Puma® Sneakers (stickers courtesy of a guest stylist, age 3).

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DENIM REPORT

FALL 2016

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## 6 DENIM MYTHS, DEBUNKED

For every new rule to follow, there's one to forget. Shop all our denim at [madewell.com/denim](http://madewell.com/denim).



### 1. YOU CAN'T BE COMFY IN SKINNY JEANS

As contraire. Thanks to new technology, jeans are softer and stretchier than ever.



### 2. YOU CAN'T WEAR WIDE LEGS WITH FLATS

The trick? Expose those ankles—it makes legs look a million times longer.



### 3. YOU CAN'T FIND GREAT JEANS WITHOUT BREAKING THE BANK

It's time to end this rumor. Amazing jeans—yep, the kind made of premium denim—don't have to cost a ton (ours start at \$98).



### 4. YOU CAN'T WEAR WHITE JEANS AFTER LABOR DAY

We love wearing white year-round. Just add a seasonless button-down—or two.



### 5. YOU CAN'T WEAR OVERALLS WITHOUT LOOKING LIKE A KID

The secret to pulling off the look? Skip the oversized options and pull on a pair in a sexy, streamlined fit.



### 6. YOU CAN'T WEAR HIGH-WAISTED JEANS AND EAT PIZZA

A higher rise (and a hint of stretch) means your tummy will stay tucked—no dreaded waistline pinch. Extra slice, anyone?

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## ACCORDING TO JOYCE

We took your denim Qs on Instagram, Facebook and Twitter. Our designer's now sharing her (super-helpful) suggestions.

#DNISCHNDR:

### WHAT'S A NEW NO-HEELS-REQUIRED FIT FOR SOMEONE PETITE?

**JOYCE:** A classic straight leg. A high rise and cropped hem will make legs look longer.

#SARAHMLEONARD:

### ROCKING DENIM ON DENIM: HOW DIFFERENT (IF AT ALL) SHOULD THE WASHES BE?

**JOYCE:** Instead of matching, choose different washes. It's more laid-back and easier to master. Add a leather belt or simple scarf to break up the blue.

#STELLMARIABAR:

### ANY DENIM RECOMMENDATIONS FOR PREGNANT CHICKS?

**JOYCE:** We just launched maternity jeans, and my advice is to buy them early—you can wear them at every stage of your pregnancy.

#DELANEYBIGG:

### ANY NEW WAYS TO STYLE MY DENIM JACKET?

**JOYCE:** If it's a slim fit, button it up like a shirt. If oversized, wear it like a cardigan. Also, adding an embroidered monogram is my favorite way to give a jacket some personality.



"THERE'S SO MUCH HAPPENING IN THE DENIM WORLD. I LOVE THE NEW SHAPES, LIKE TRENCH COATS AND SHIRT-DRESSES, AND FOR JEANS, UNFINISHED EDGES AND TWO-TONE WASHES."

—JOYCE

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## DENIM RULES TO DRESS BY RIGHT NOW

With more shapes and styles than ever, a few handy tips are in order.

### TRY WIDE LEGS.

A fresh update to the slim style you love is, they're also just as easy to wear (pair yours with fitted or looser tops, either works).

### A HIGH RISE SHOULD HIT AT YOUR NATURAL WAIST.

Why? It's the alignment part of your silhouette (aka the spot you want to draw attention to). Choose between a 9" or an 11" rise to find the best fit for you.

### IF IN DOUBT, ADD MORE DENIM.

Unpredictable fall temps, outfit indecision—a piece like a jean jacket cures both and instantly pulls your style together. Extra points for layering over a denim top. Just be sure to mix up your washes.

### DO THE VINTAGE VIBE THING.

Without having to bust down a pair. The high-rise, straight-leg fit of our Perfect Vintage Jean has that just-right dose of nostalgia.

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## YOUR DENIM HOROSCOPE

When planning what jean is next for you, let your zodiac personality be your guide. Identical twins and expert astrologers Tali and Ophira Edut have you covered.

Read your full horoscope and learn more about the twins at [madewell.com/denimhoroscopes](http://madewell.com/denimhoroscopes).

 <p><b>AQUARIUS</b></p> <p><b>YOU ARE:</b> girl-next-door charming but with a rebellious streak.</p> <p><b>YOUR JEANS:</b> edgy black, a few rips, toying that tomboy-sexy line.</p>	 <p><b>PISCES</b></p> <p><b>YOU ARE:</b> unfussy and finally settled down after a hectic year.</p> <p><b>YOUR JEANS:</b> slightly worn in (perfect for deystreaning).</p>	 <p><b>ARIES</b></p> <p><b>YOU ARE:</b> currently enjoying the sweetness of simplicity.</p> <p><b>YOUR JEANS:</b> clean blue, high rise and classic.</p>	 <p><b>TAURUS</b></p> <p><b>YOU ARE:</b> practical, low-key but ready for something new.</p> <p><b>YOUR JEANS:</b> laid-back but edgy—cropped wide legs.</p>
 <p><b>GEMINI</b></p> <p><b>YOU ARE:</b> the ultimate cool girl.</p> <p><b>YOUR JEANS:</b> straight leg, cropped, a little distressed.</p>	 <p><b>CANCER</b></p> <p><b>YOU ARE:</b> able to spark conversation anywhere.</p> <p><b>YOUR JEANS:</b> Thin French inspired (high rise, dark blue).</p>	 <p><b>LEO</b></p> <p><b>YOU ARE:</b> one who stands out in a crowd.</p> <p><b>YOUR JEANS:</b> have that same flair, or should we say flare?</p>	 <p><b>VIRGO</b></p> <p><b>YOU ARE:</b> busting out of your comfort zone this year.</p> <p><b>YOUR JEANS:</b> adventurous—wide leg or to-toe.</p>
 <p><b>LIBRA</b></p> <p><b>YOU ARE:</b> craving spontaneity.</p> <p><b>YOUR JEANS:</b> laid-back boyshorts (they won't restrict your groove).</p>	 <p><b>SCORPIO</b></p> <p><b>YOU ARE:</b> more creative than ever, in your "artistic muse" phase.</p> <p><b>YOUR JEANS:</b> playfully sexy—skin ovals fit the bill.</p>	 <p><b>SAGITTARIUS</b></p> <p><b>YOU ARE:</b> ambitious. Success is in your crosshairs.</p> <p><b>YOUR JEANS:</b> even "jeans on all." A denim dress is your power suit.</p>	 <p><b>CAPRICORN</b></p> <p><b>YOU ARE:</b> the hardest-working sign of all. When was the last time you had a break?</p> <p><b>YOUR JEANS:</b> relaxed, light blue, no extra details.</p>



The Demi-Boot Jean worn with the Peplum Shirt.

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DENIM REPORT

FALL 2016

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## OUR JEANS, BEHIND THE SCENES

Slipping into your favorite pair of jeans is an easy, familiar feeling—but before ours hit your closet, we've been sketching, designing and talking about them for a long time. Here, a glimpse at the journey we go on to create the best denim ever.

### THOSE LIGHTBULB MOMENTS

Inspiration can strike at any time. That's why some of our jeans start as sketches on napkins or word-filled sticky notes—or even text exchanges between our designers. But nothing beats exploring the world's best markets and museums IRL. Our passport stamps? London, Japan and Mexico (plus closer-to-home spots like LA and the Southwest).



### WOVEN TOGETHER

Of all the fancy lingo to describe denim technology, there is one word you should know: Reform, our newest fabric courtesy of Turkish mill ISKO® with all-way stretch that makes you look—and feel—amazing. Test it out with a 360° spin in the mirror. No advanced tech needed.

### SWEATING THE SMALL STUFF

At our LA denim office, samples of every pair are created by our gurus. We like to say each one has their own superpower—our patternmaker brings sketches to life, while Bryan (that's him on the left) obsesses over washes and hand distressing. Next? Actually wearing the samples to see how they break in. Perfectionists? Yep.



### THE HOMESTRETCH

Once our jeans are in your hands, make sure not to wash them too often (once every 10 wears will do) and don't keep 'em in the dryer for longer than five minutes. (Air-drying is the way to go.) Hint: The more you wear each pair, the better they look.




More behind the scenes and denim styling tips at [blog.madewell.com](http://blog.madewell.com).

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The 9" High-Rise Skinny Jean worn with the Oversized Boyshirt and Madewell x Vans® High-Tops.




Outline your natural waist with a high rise.




Rolled cuffs = hello shoes.




Keep an extra layer handy.




Never forget to pack a jumpsuit.




Try that new fit. It just might become your "thing."




Friendship jeans are the new friendship bracelets.




Find your dressed-in-one-minute uniform.



X marks the spot (of grow-up overalls).



Denim makes all ruff days OK.



Better the more places you wear 'em.

## YOUR DENIM RULES TO DRESS BY

You shared them with #denimadewell— and we loved them. Here, some favorites (and plenty more at [madevell.com/denimadewell](http://madevell.com/denimadewell)).

Show us your denim love with #denimadewell and you might pop up in our online gallery.

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## YOUR OLD JEANS = NEW HOMES

We've been recycling your old jeans and turning them into housing insulation for communities in need with Blue Jeans Go Green™ and we want more jeans to join our blue-hued pile of good vibes.



### STEP 1

Find a pair of old, bottom-of-the-stack jeans.

### STEP 2

Drop them off at any Madewell store and get \$20 off a new pair of jeans as our way of saying thanks for participating.\*

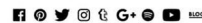
### STEP 3

We'll send your old pair to our friends at Blue Jeans Go Green™ and they'll work their magic.

Learn more at [madewell.com/denimrecycling](http://madewell.com/denimrecycling).

\*Offer valid on purchases made in Madewell stores through January 31, 2017, when you contribute one pair of jeans to the Blue Jeans Go Green™ denim recycling program and purchase or rent one new pair of full price Madewell branded denim jeans. Offer not valid at madewell.com or on phone orders. Offer cannot be applied to previous purchases or the purchase of gift cards and cannot be combined for cash or used in combination with any other offer. Offer not valid on third-party branded items. Terms of offer are subject to change. Blue Jeans Go Green™ is a trademark of Cotton Incorporated.

GOOD DAYS START WITH GREAT JEANS



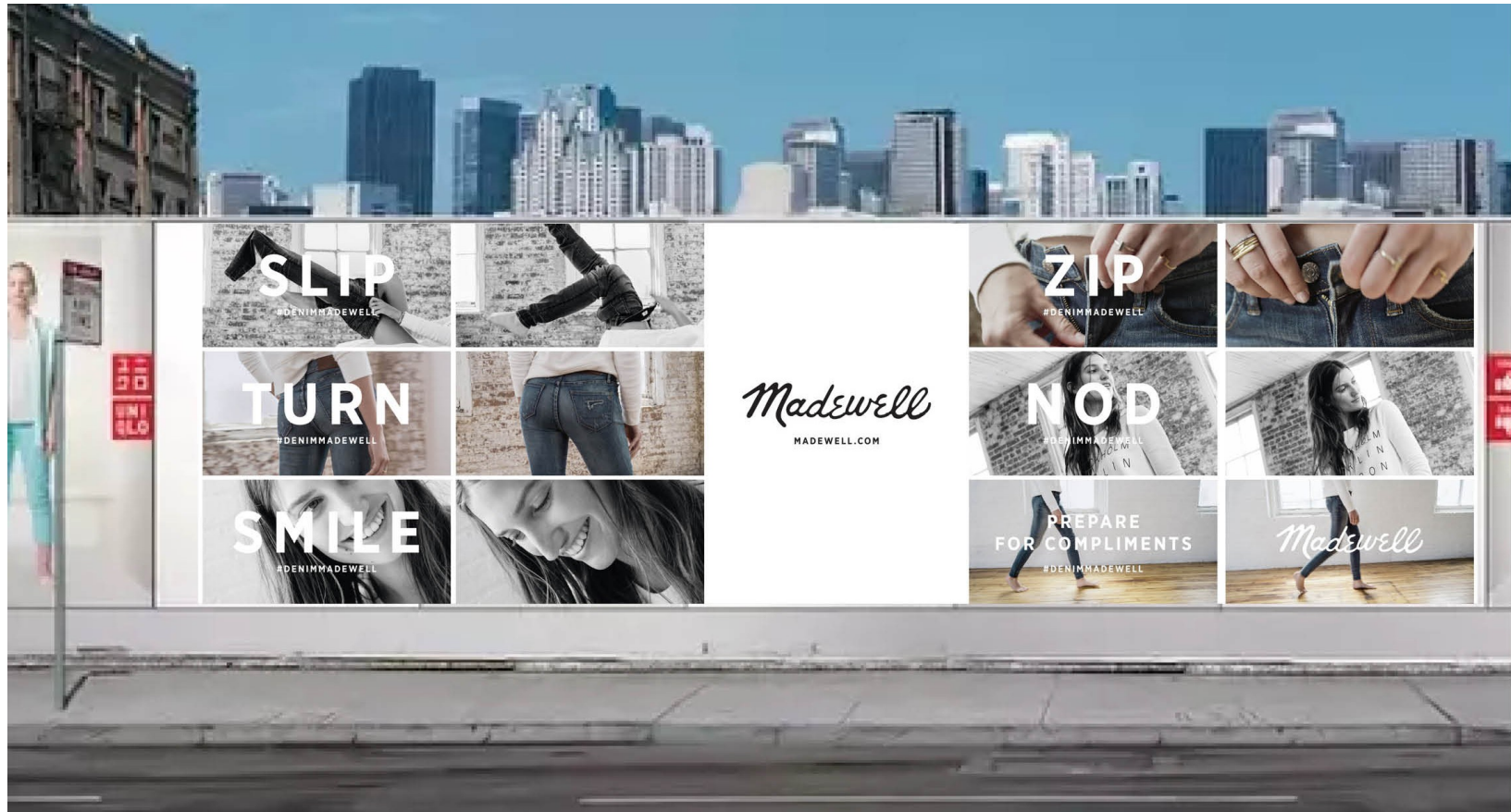
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Cape Scarf in Pinstripe Wool. Import. E1740 \$79.50 Oversized Boyshirt  
in Pure White Cotton poplin. Import. XXS-XL. E1232 \$75. 9" High Riser Skinny Skinny  
Jeans in Bristol Field 98% cotton/2% elastane. Import. 24-32. C9616 \$128.  
Fogstone Pendant Import. E3859 \$45. Ball Drop Necklace Import. E1803 \$35. Stargraph  
Double-Finger Ring Import. E3873 \$28.

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## The Overall Message

Denim + plaid = throwback done right.

Denim Jumper Dress Cotton, Import. XXS-XL. E1061 \$128.

Ex-Boyfriend Shirt in Fairfax Plaid Rayon/cotton. Import. XXS-XL. E0331 \$79.50

Balance Chain Necklace Import. E3388 \$35.

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## Monsieur Coat

Does that "I'm not a tourist, I'm a traveler" thing.

Monsieur Coat Wool/poly/  
viscose, Import. XXS-XL.  
E0383 \$225. Songbook  
Dolman Tee in Stripe  
Cotton, Import. XXS-XL.  
E0246 \$42. 15" High Riser  
Crop Flare 98% cotton/  
2% elastane, Import.  
24-32. E3384 \$135.

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**Reversible Vest in**  
**Stripe** Wool/poly. Import.  
XXS-XL. E2217 \$138.  
**Rivet & Thread Denim**  
**Coverall Jumpsuit** 92%  
cotton/6% elastomultiester/  
2% elastane. Import.  
XXS-XL. E3289 \$309.  
**Softest Ribbed Beanie**  
Cotton/viscose/nylon.  
Import. B0317 \$39.50  
**Mini Shapemix Bracelet**  
Import. E2963 \$24.  
**Darkstone Bangle** Import.  
E3574 \$30. **The Octavia**  
**Sandal** Suede. Import.  
5-10M, 11M. E0204 \$158.  
See more colors  
at [madewell.com](http://madewell.com).



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## Blanket Cape

Totally genius, for the flight and wherever you land.

**Blanket Cape** Wool/poly. Import. E1563 \$168. **Latitude Shirtdress in Buffalo Check**  
Wool/cotton/polyurethane. Import. XXS-XL. E1510 \$98. **Wishbone Lariat Necklace** Import. C3651 \$32.  
**Shapemix Bracelet** Import. E2962 \$26. **Mini Shapemix Bracelet** Import.  
E2963 \$24. **Openstitch Glider Bangle** Import. E6386 \$26. **Starstruck Ring** Import. E3872 \$26.  
**The Ryan Chelsea Boot** Leather. Import. 5-10M, 11M. Online only. E2331 \$238.

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## Washed Leather Jacket

Instant cool in the blink of an eye.

Washed Leather Motorcycle Jacket Import. XXS-XL. E0488 \$499.  
Side-Slit Sweater-Dress Viscose/nylon/merino wool/alpaca. Import. XXS-XL.  
E1320 \$110. Hoopstud Earrings Import. E3897 \$24.

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## Flea Market Flare Overalls

Our denim dreams came  
true—two favorites in one.

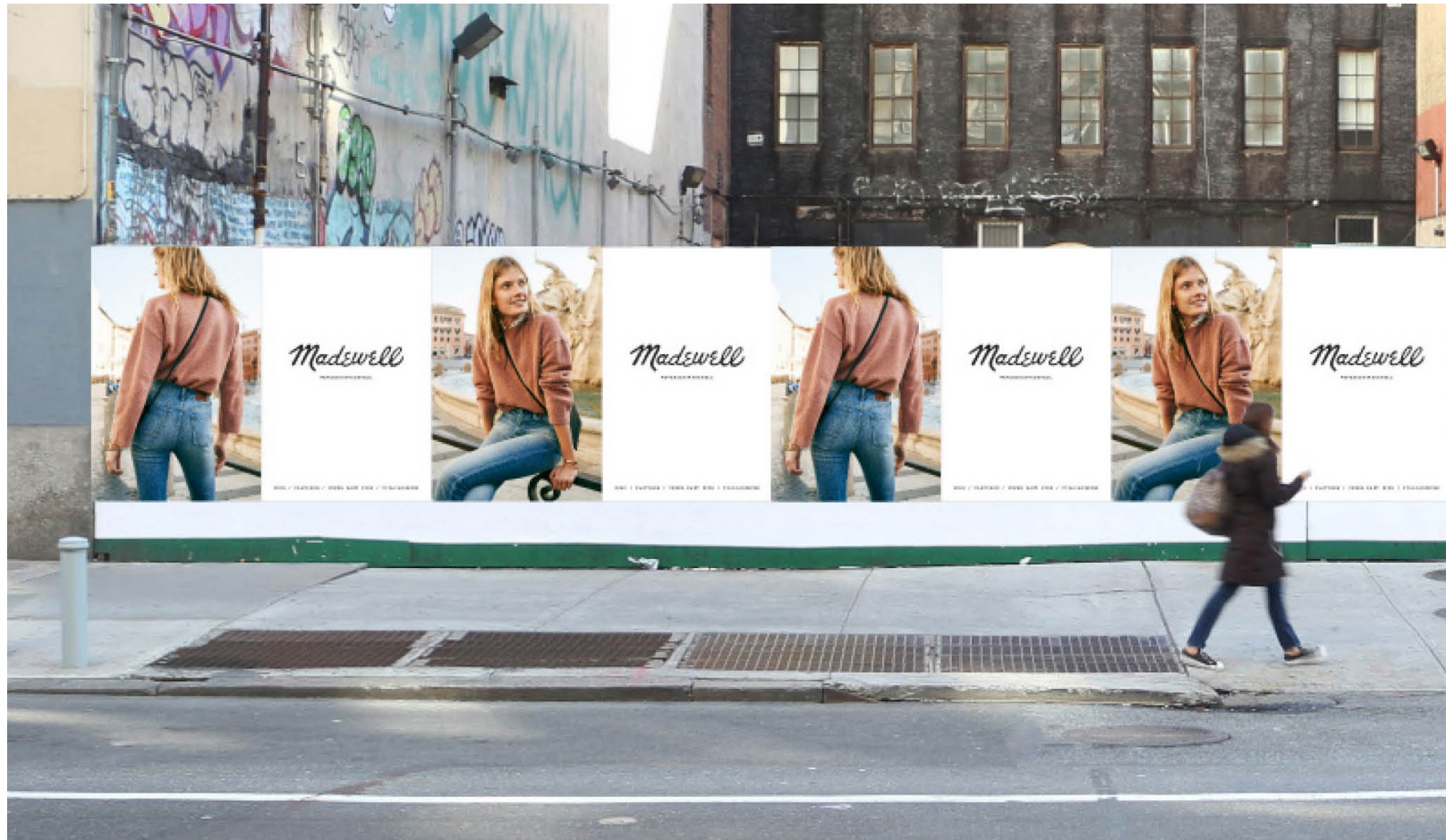
Flannel Sunday  
Shirt Cotton. Import.  
XXS-XL. E5235 \$99.  
Flea Market Flare  
Overalls 98% cotton/  
2% elastane. Import.  
XXS-XL. E3383 \$159.  
Ribbed Fannelneck  
Top Cotton. Import.  
XXS-XL. C9025 \$59.50  
Blitmore® & Madewell  
Straight-Brim Felt  
Fedora Wool. Import.  
E1228 \$69. Bladedrop  
Necklace Import.  
E1869 \$38. The Mira  
Heel Suede. Import.  
5-10M, 11M. Q9354 \$169.  
See more colors  
at [madewell.com](http://madewell.com).

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**Duskfall Blazer**  
Poly/viscose with a hint of stretch.  
Import. 0-12.  
A1323G \$168.  
**Draft Tank Viscose.**  
Import. XS-XL.  
A3169G \$39.50  
**Denim Boyshorts in Rip and Repair**  
Cotton. Import.  
24-32. A0227G \$74.50  
**Knotshine Necklace**  
Import. A6295G \$32.  
**Gildseed Necklace**  
Import. A6306G \$35.  
**Leather ID Bracelet**  
Import. A3785G \$24.50  
*Signed ring and chain necklace, Erin's own.*

**FRONT COVER: Western Jean Shirt in Light Storm Cotton.**  
Import. XS-L.  
A0780G \$98.  
**Skinny Skinny Crop Jeans in Light Storm** 93% cotton/6% poly/1% spandex.  
Import. 24-32.  
A0357G \$135.  
**The Serge Oxford in Silver Leather.**  
Import. 5-10M, 11M.  
A4867G \$198.

## COOL

Hard to put your finger on, it's that certain something that's instantly recognizable and always appealing.

## EFFORTLESS

The dictionary defines it as "requiring or showing little or no effort."

## SEXY

In that blazer-and-cutoffs kind of way.

## TOMBOY

From loose button-downs to laid-back charm—all borrowed from him but even better on you.

## UNEXPECTED

Like those special little details you only notice from up close.

## ARTFUL

Because how it's all put together is what's important.

## SPRING 2014

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**THIS PAGE:** Draft Tank Viscose. Import. XS-XL. A3169G \$39.50 Gildpath Bracelet Import. A6317G \$22. Leather ID Bracelet (also, opposite page) Import. A3785G \$24.50 Knotashine Necklace Import. A6295G \$32. Gildseed Necklace Import. A6306G \$35.

**OPPOSITE PAGE:** Eyelet Hidesway Dress Cotton. Import. 00-14. A1195G \$168. Linernotes Ring Import. A7928G \$28. Simple Stacking Rings Import. A1718G \$25. ID Ring Import. A6320G \$18. The Biker Boot Leather. 1 1/2" heel. Import. 5-10M, 11M. 03827G \$238.

*Chain necklace and earrings, Erin's own.*

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**Boyshirt in Soutour**  
Plaid Cotton. Import.  
XS-L. A4013G \$79.50  
**Skinny Skinny Jeans**  
in Sunfade 97% cotton/  
5% poly/3% spandex.  
Import. 24-32.  
09591G \$128.  
**Gildpath Bracelet**  
Import. A6317G \$22.  
**The Loren Heel**  
Leather. 3 1/2" heel.  
Import. 5-10M, 11M.  
A4381G \$158.

## THE SKINNY SKINNY JEAN

Our signature fit, with tons of stretch so it keeps its shape no matter how long the journey.



Meet Erin Wasson—Texan tomboy, tattoo enthusiast and fan of the old-fashioned phone call—at [blog.madewell.com](http://blog.madewell.com).

**Wander Trench** Cotton. Import. XS-XL. A1739G \$178. **Linen Paris Stencil Muscle Tee** Import. XS-XL. A2359G \$45. **Leather Ankle-Zip Pants** Import. 24-32. 09453G \$598.  
**Gildpath Necklace** Import. A6308G \$35. **Yans® Classic Checkerboard Slip-Ons** canvas. Import. Unisex sizing: 4 1/2-8 1/2M. A4530G \$47.

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Our mini-tour of mini Malta (the tiny island next to Sicily) continues at [blog.madewell.com](http://blog.madewell.com).

Linen NY Stencil Muscle Tee Import. XS-XL. A1539G \$45. Rivet & Thread Stretch Selvedge Slim Boyjean in Deep Sky 99% cotton/1% spandex. USA. 24-32. A0208G \$215. Turner Bracelet Import. A6316G \$32. Headbraid Bracelet Import. A8453G \$12. Contour ID Bracelet Import. A2006G \$32.

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Outbound Jacket in Camo Cotton. Import. XS-L. A1299G \$188.  
Memento Tank Cotton. Import. XXS-XL. A2005G \$88.  
Cropped Livingston Trousers in Pinstripe 50% wool/50% cotton. Import. 0-14. Online only. A0037G \$128.  
The Dover Saddle Bag Leather. Import. A4110G \$188.  
Vans® Authentic Washed Canvas Sneakers Import. Unisex sizing. 4½-8½. A4569G \$50.



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## THE SLIM BOYJEAN: RIP & REPAIR EDITION

With handcrafted  
details that  
hint at a few good  
adventures.

THIS PAGE: Leather Button-Up Motorcycle Jacket Import. XS-L. Online only. A3207G \$495. Silk Poplin Cami Import. XS-L. A3448G \$78. The Slim Boyjean: Rip and Repair Edition 98% cotton/2% spandex. Import. 24-32. A0376G \$145. Gildsquare Necklace Import. A6307G \$32. The Rowan Gladiator Sandal Leather. Import. 5-10M, 11M. A6037G \$98.

OPPOSITE PAGE: Leather Four Vest Import. XS-L. A0617G \$395. Openview Tunic in Dotted Line Cotton. Import. XXS-L. A3516G \$92. Turner Bracelet Import. A6316G \$32.

Earrings, Erin's own.

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## IN LIGHT OF THINGS

Spring. Time to lighten, to shift, to reconsider. We've gathered our closet heroes and given them subtle updates—a higher rise here, shorter sleeves there—to make them feel renewed. Think of it as the perfectly edited wardrobe for a faraway vacation (we took ours to Morocco) or to wear on repeat now and through summer (we certainly will). To warm-weather journeys near and far.

#EVERYDAYMADEWELL

**OPPOSITE PAGE:** Suede Wayfind Jacket Import. XXS-XL. E9815 \$498. Turntable Split-Neck Tee in Calgary Stripe Cotton/Modal® rayon. Import. XXS-XL. E9328 \$42. Cruiser Straight Crop Jeans 100% cotton. Import. 23-32. E9639 \$128. Pony® Topstar Oz Empire Low-Top Sneakers Leather. Import. 4-8M. E8237 \$60.

**FRONT COVER:** Central Shirt in Chambray Stripe Cotton. Import. XXS-XL. E8989 \$69.50 Plaid Tie-Front Skirt Cotton. Import. XXS-XL. E8133 \$68. Headliner Sunglasses Import. C0371 \$55. Ensign Necklace Import. A8459 \$48. Morocco Bar Necklace Import. F2901 \$32.

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# Art Department



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## 1. Tie-Front Shirt

A button-down designed to be tied at the waist.  
High risers, meet your new best friend.

Striped Tie-Front Shirt Cotton. Import. XXS-XL. F1387 \$79.50  
Rivet & Thread Sailor Wide-Leg Crop Jeans 100% cotton. Import. 23-32. E9406 \$208.

#EVERYDAYNADEWELL



## 2. Eyelet Nightbreeze Dress

A breezy "I'm on vacation"  
dress you can wear long after the  
trip is over.

Eyelet Nightbreeze Dress  
Linen/cotton. Import.  
00-14. E8733 \$155. Thistle  
Laying Necklace  
Import. F2875 \$42. Rivet  
& Thread Drawstring  
Bucket Bag Leather,  
canvas. Import. E7474 \$268.  
The Boardwalk Lace-Up  
Sandal Leather. Import. 8-10,  
11M. E9325 \$69.50

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### 3. Skinny Overalls

Our slim and sexy fit in a new bright blue wash (with a hand-distressed finish for that well-traveled look).

Flatiron Blazer Poly. Import. 00-14. E8880 \$148. Skinny Overalls in Camille Wash 93%cotton/6% poly/2% elastane. Import. XXS-XL. F0077 \$148. Garment-Dyed Pocket Tee Cotton. Import. XXS-XL. E9671 \$39.50. The Marlin Crossbody Bag Leather. Import. E7471 \$128. Pony® Topstar OX Empire Low-Top Sneakers Leather. Import. 4-8M. E8237 \$60. Shop our jewelry collection at [madewell.com/jewelry](http://madewell.com/jewelry).



### 4. Bellshift Top

Like your favorite shirt and your favorite tank in one—a suitcase and closet space-saver.

Bellshift Tank Top in Gingham Check Cotton. Import. XXS-XL. E9748 \$79.50 Denim Boyshorts in Thoraceliff Wash Cotton. Import. 23-32. E8936 \$64.50 Madewell x Biltmore® Panama Hat Import. S/M, M/L. A9113 \$58. Morocco Bar Necklace Import. F2901 \$32. Band Ring Import. B7493 \$18.

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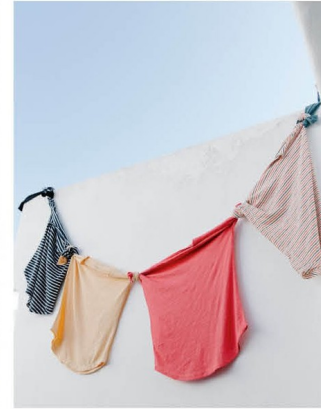
**Sunglasses** \$55. Shop more at [madewell.com/sunglasses](http://madewell.com/sunglasses).



**Bandana** Cotton. Import. F2308 \$12.50



**Anthem Scoop Tank Top in Stripe** Viscose. Import. XYS-XL. E8775 \$42.



**Whisper Cotton Tees** Starting at \$22.50. Shop more at [madewell.com/whispercotton](http://madewell.com/whispercotton).

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**The Marin Crossbody Bag in Suede** Import. E7472 \$128.



**Sandals** \$98. Shop more at [madewell.com/sandals](http://madewell.com/sandals).

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**Bracelets** Starting at \$24. Shop more at [madewell.com/bracelets](http://madewell.com/bracelets).

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**Courier Shirts** Starting at \$59.50. Shop more at [madewell.com/courier](http://madewell.com/courier).

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## 5. Libra Lace-Up Tee

Our refreshing take on a white T-shirt combines an effortless popover shape with a sexy lace-up neckline.

Washed Leather Motorcycle Jacket Import. XXS-XL. E0488 \$498. Libra Lace-Up Tee Cotton/poly. Import. XXS-XL. E9379 \$59.50 High-Rise Denim Shorts in Pure White Cotton/elastane. Import. 23-32. E8927 \$69.50 Isoceles Cuff Import. B2912 \$24. Fest Aviator Sunglasses Import. C2344 \$55.

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## 6. Muralist Jumpsuit

If you're gonna do the one-piece thing, you might as well do it like this ("this" being cool and comfortable).



Joshua Tree Jean Jacket in Rosie Wash Cotton. Import. XXS-XL. E8849 \$138. Muralist Jumpsuit in Stripe Cotton. Import. 00-14. E8964 \$128. Ensign Necklace Import. AB159 \$48. The Then Crisscross Sandal Leather. Import. 5-10M, 11M. E9353 \$98.

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## 9. Garment-Dyed Pocket Tee

The T-shirt gets a makeover: We individually dye each one to get that extra eye-catching color.

Garment-Dyed Pocket Tee Cotton. Import. XXS-XL. E9671 \$39.50

Rivet & Thread Button-Front Boyjean 100% cotton. Import. 23-32. E9408 \$208. Flat Diamond Necklace Import. F2902 \$32.

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Fleet Jacket Cotton. Import. XXS-XL. C3394 \$118.  
Raceback Crop Cami Cotton. Import. XXS-XL. Online only. E2701 \$59.50  
Flea Market Flares in Maribel Wash 98% cotton/2% elastane. Import. 23-32. E9706 \$135. The Irving Sandal Leather. Import. 5-10M, 11M. F0089 \$158.  
Shop our jewelry collection at [madewell.com/jewelry](http://madewell.com/jewelry).

## 10. Flea Market Flares

Our legs-for-days fit, now in a '70s-inspired wash (how appropriate).



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N° 1

The FLANNEL TOMBOY WORKSHIRT

*As cozy as bis, but fits like yours.*

## WILDLY SIMPLE

It's hard to say what makes something *cool*.  
(Especially since the second you use the word "cool,"  
it becomes painfully uncool.)

But still, that certain something is *instantly recognizable*—  
and *lasts forever*.

For fall, we turn to these 17 pieces with that *just-right*,  
always-appealing vibe that's so often hard to find—much less  
put your finger on.

We hope you like (*and live in*) them as much as we do.

OPPOSITE PAGE: Flannel Tomboy Workshirt in Plaid 04560F \$74. Skinny Skinny  
Ankle-Zip Jeans in Black Frost Wash 04020F \$128. Two-Tone Frame Bangle  
08463F \$45. Seastone Stacking Rings 06964F \$32.

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N° 2  
**The VIEWPOINT SWEATER**  
*Relaxed yet refined—a pretty rare combo.*

We photographed our *laid-back fall favorites* on *Caroline de Maigret* in her *hometown of Paris*. To find out more about Caroline and her refreshingly *low-key approach* to getting dressed, check out [blog.madewell.com](http://blog.madewell.com).

**Viewpoint Sweater** Merino wool. Import. Heather saddle. XS-XL. 03578F \$125.  
 See more colors at [madewell.com](http://madewell.com).

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N° 3  
**The SKINNY SKINNY JEAN**  
*Slim and stretchy. Beyond sexy.*

**Skinny Skinny Jeans** in **sky Wash** 92% cotton/  
 3% poly/3% spandex.  
 Import. For sizing info,  
 visit [madewell.com](http://madewell.com).  
 07169F \$135.  
**Modern Blazer** Viscose/  
 nylon/spandex. Import.  
 True black. 0-14.  
 05758F \$168.  
**Textured Raglan**  
 Paillova Cotton/poly.  
 Import. Marl navy. XS-  
 M. 05360 \$79.50  
**Gilded Dot Necklace**  
 Import. Light worn gold.  
 Length: 34". S2465F \$32.  
**Vans® Authentic**  
**Sneakers** Cotton canvas.  
 Import. Navy. Unisex  
 sizing. 24-8M. Online  
 only. 05925F \$45.

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THIS PAGE: Linen Paris Tee Import. 05811F \$52. Journal Cardigan Merino wool. Import. 03566F \$79.50 Rail Straight Jeans in Dusty Blue Wash 98% cotton/2% spandex. Import. Online only. 13579F \$98.50 Seastone Flag Necklace Import. 06937F \$32. Seastone Stacking Rings Import. 06964F \$32.

OPPOSITE PAGE: Car Coat Wool/nylon/angora. Import. 04122F \$298. Silk Cargo Shirt Import. 04311F \$110. Marled Slouchpants French terry cotton. Import. Online only. 15965F \$85. Gilded Dot Necklace Import. 52465F \$32. The Transport Tote Leather. Import. 53228F \$168. Vans® Classic Slip-Ons Cotton canvas. Import. Online only. 05927F \$47.

See more colors at [madewell.com](http://madewell.com).

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N° 6  
**The BILLIE BOOT**  
*Rich Italian leather and a heel you can deal with.*

*The Billie Boot* Leather. 2 1/2" heel. Import. Pecan. 5-10M, 11M. 03822F \$228.  
*The Everyday Clutch* Leather. Import. Rich plum. 05411F \$138.



N° 7  
**The EVERYDAY CLUTCH**  
*Fits all the important stuff.*

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N° 8  
**The PERFECT LEATHER MOTORCYCLE JACKET**  
*A compliment magnet.*

*Perfect Leather Motorcycle Jacket* Leather. Import. 05190F \$495.  
*Textureweave Popover* Cotton. Import. 05120F \$78.  
*The Slim Boyjean in Cloudy Wash* 92% cotton/6% poly/ 2% spandex. Import. Online only. 04078F \$115.  
*The Kensington Satchel* Leather. Import. 02459F \$180.  
*The Bobbie Oxford in Linebreak* Cotton. Import. 04019F \$165.

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THIS PAGE: **Outbound Jacket** Cotton with a hint of stretch. Import. Olive tree. 42249F \$148.  
**Penfield® Haverhill Flannel Shirt** Cotton. Import. Oatmeal. 18305F \$80.

OPPOSITE PAGE: **Rivet & Thread Worker Jeans in Seablue Wash** 100% cotton. Import. Online only. 03189F \$188. **All-Weather Plaid Coat** Cotton. Import. Blackwatch. 04074F \$198.  
**Western Jean Shirt in Pond Wash** Cotton. Import. 05806F \$88. **Biltmore® Felt Floppy Hat** Import. Transatlantic blue. 05921F \$75. **Openweave Scarf** Wool. Import. Bright berry. 05510F \$58. **Backcountry Belt** Leather. Import. English saddle. 13295F \$52. **The French Knot Pointy Skimmer in Suede** Import. Blood orange. 04667F \$98.

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