

*an original*  
**Penguin**<sup>®</sup>  
BY  
**M**unsingwear<sup>®</sup>

A man with short dark hair and sunglasses is smiling and looking to his left. He is wearing a light blue and white striped short-sleeved button-down shirt and light pink shorts with a penguin logo on the left leg. He is holding a blue drink in his right hand. The background is a tropical outdoor setting with lush green plants and a building with wooden shutters. The entire image has a dark blue overlay.

**WE ARE WHAT  
YOU WEAR FOR  
THE GOOD TIMES.**

**#BeAnOriginal**

# HOW IT ALL BEGAN

.....

**ICONS,  
LEGENDS  
AND HEROES  
ALL HAVE AN  
ORIGIN STORY.  
THIS IS OURS.**

In 1955, a sportswear icon was born from the most unusual of places. Fueled by whiskey, Abbot Pederson purchased an unlikely drinking buddy for his flight home in the form of a stuffed penguin he named Pete. A quip from the seductive stewardess onboard led Pederson to embroider this character on his new shirts.

Pete the Penguin has left his mark on a league of legends from Frank to Bing and Clint to Arnie. Original Penguin had been adorned and adored by the masters of culture and sport to define itself as an American classic that knows how to have fun. Still revered by the originals of today, this iconic brand now fully encompasses the lifestyle

of what it means to be an original, and how to enjoy yourself while doing it. We are what you wear for the good times.



# PRODUCTS



SPORTSWEAR  
OUTERWEAR  
SWIMWEAR  
FOOTWEAR  
FRAGRANCE  
GROOMING  
LUGGAGE / BAGS  
TECH ACCESSORIES  
NECKWEAR  
SOCKS  
UNDERWEAR  
LOUNGEWEAR

SLEEPWEAR  
TAILORED CLOTHING  
EYEWEAR  
HEADWEAR  
HOME  
DRESS SHIRTS  
BELTS / WALLET  
DRESSES  
INTIMATES  
JEWELLERY  
BEDDING AND BATH



# BRAND POSITION



**94 FREE-STANDING STORES**  
**20+ CATEGORIES**  
**53 COUNTRIES**

# WORLD OF PENGUIN



A world map with a blue background and white outlines of continents. Red dots are placed on the map to indicate store locations. The dots are concentrated in North America, South America, Europe, and parts of Asia. The names of 53 countries are listed in a grid-like fashion across the map, corresponding to the locations of the stores.

ARGENTINA	CUARACAO	INDIA	PANAMA	SWEDEN
ARUBA	DENMARK	IRELAND	PARAGUAY	SWITZERLAND
BARBADOS	DOMINICAN REPUBLIC	ISRAEL	PERU	TOBAGO
BELGIUM	ECUADOR	ITALY	PHILIPPINES	TRINIDAD
BELIZE	EL SALVADOR	JAMAICA	PUERTO RICO	TURKEY
BOLIVIA	FRANCE	JORDAN	QATAR	UNITED KINGDOM
BULGARIA	GERMANY	LEBANON	SAUDI ARABIA	UNITED STATES
CANADA	GREECE	MEXICO	SOUTH AFRICA	URUGUAY
CHILE	GUYANA	NETHERLANDS	SPAIN	VENEZUELA
COLOMBIA	HAITI	NICARAGUA	SRI LANKA	
COSTA RICA	HONDURAS	NORWAY	ST. MAARTEN	

ORIGINAL PENGUIN HAS 14 BRICK AND MORTAR  
LOCATIONS ACROSS THE UNITED STATES, A TOTAL 94 STORES  
AROUND THE GLOBE AND DISTRIBUTION IN 53 COUNTRIES.



# WHERE THEY SELL



ORIGINAL PENGUIN  
E-COMMERCE

ORIGINALPENGUIN.COM  
ORIGINALPENGUIN.CO.UK



ONLINE  
RETAILERS

AMAZON  
ASOS  
BOMBFELL  
SAKS.COM  
STITCH FIX  
ZALANDO  
ZAPPOS

ONLINE

BRICK & MORTAR



ORIGINAL PENGUIN  
RETAIL STORES

14 STORES IN USA  
80 STORES  
INTERNATIONALLY



SPECIALTY  
RETAILERS

ART OF STYLE  
BLOKE  
BODY BODY  
CITIZEN CLOTHING  
CRAM  
ID MENSWEAR  
SOUTH MOON UNDER  
PSYCHE  
ULAH



LUXURY  
RETAILERS

BLOOMINGDALE'S  
NORDSTROM



DEPARTMENT  
STORES

BREUNINGER  
DILLARD'S  
EL PALACIO DE HIERRO  
FENWICKS GROUP  
GALERIA INNO  
HOUSE OF FRASER  
HUDSON'S BAY  
JOHN LEWIS  
LORD & TAYLOR  
MACY'S  
NOTOS  
RIPLEY  
VON MAUR



# STORES



## AN ORIGINAL STORE EXPERIENCE.

ORIGINAL PENGUIN retail stores provide great brand visibility and are often primary access points for consumers. An updated store and shop-in-shop concept is currently being rolled out for all upcoming global stores. With a focus on thoughtful details and tech features, this new concept aims to bridge the gap between our online and brick-and-mortar presence.





# DEMOGRAPHICS

.....



**18-45  
YEARS OLD**

(SWEET SPOT: 20-30)



**\$60K+ STARTING  
ANNUAL INCOME\***

\*BASED ON SINGLE INDIVIDUAL INCOME



**URBAN/  
METROPOLITAN**

# PSYCHOGRAPHICS



**BUYS BRANDS THAT  
STAND FOR SOMETHING**



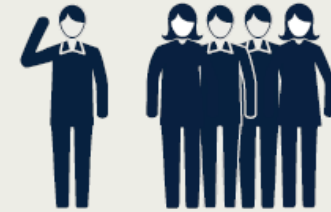
**CREATIVE & STYLISH**



**TECH-SAVVY**



**CONFIDENT**



**OUTGOING**



**CULTURALLY AWARE**



**SOCIAL**



**INFLUENCER**



**HUMOROUS**

# OTHER INVOLVEMENTS

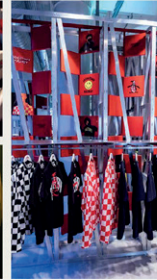


## CHINATOWN MARKET

In Fall 2018 Original Penguin partnered with Chinatown Market for a brand mash-up. Chinatown Market has taken the iconic "Pete the Penguin" logo, patterns and silhouettes from Original Penguin and put their translation on the products. Michael Cherman of Chinatown was inspired by the brand's heritage coupled with his passion for Canal Street, trending topics, and moments across social media. The Original Penguin x Chinatown Market capsule collection featured a range of hoodies, tees, and our signature Original Penguin polos. We are what you wear for the good times!

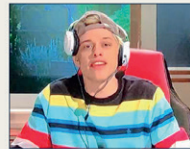
TOTAL PRESS IMPRESSIONS: **211.5M**  
PAID SOCIAL IMPRESSIONS: **1.1M**  
INFLUENCER SEEDING ENGAGEMENTS: **130K**  
INFLUENCER REACH: **9.61M**

IN PARTNERSHIP WITH  
**HYPEBEAST**



## MEDIA PLACEMENTS

- JERRY O'CONNELL
- KUMAIL NANJANI
- CLINTON KELLY
- ADAM METZGER
- JASON TARTICK
- JOEL MCHALE
- MARIO LOPEZ
- TRINITY THE TUCK
- BOBBY LEE
- KLAY THOMPSON
- MARCEL SPEARS
- TOM HOLLAND
- HAYES GRIER
- JALEN RAMSEY
- DAVID HENRIE



PETE DAVIDSON ON SNL



KUMAIL NANJANI ON SILICON VALLEY



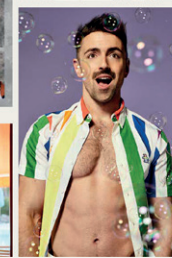
SHANINA SHAIK



MARIO LOPEZ ON EXTRA

## LIFESTYLE CAMPAIGNS

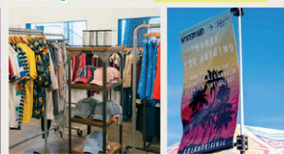
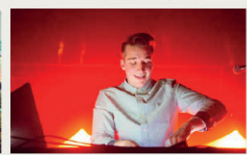
Original Penguin produces a mix of lifestyle campaigns, lookbooks, & video shoots. Leveraging an in-house content team and external support when needed, the brand produces a wealth of photo and video content to support the ever-increasing needs in the digital marketplace.



## FESTIVALS AND ACTIVATIONS

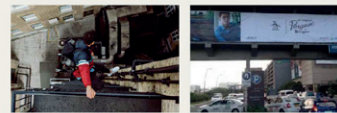
Festivals, events and activations play a large part of this. They are the place to be when targeting the millennial customer. The in-house content team uses these opportunities to create shareable moments for the consumers with photo and video recaps. Product and branding are featured wherever applicable and help to support the brand ethos of "We Are What You Wear For The Good Times".

**SXSW** **COACHELLA**  
**LA PALAZA** **GENIUS**



## PENGUIN AROUND THE WORLD

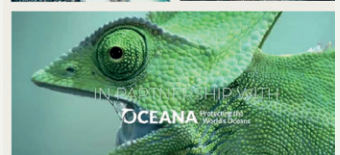
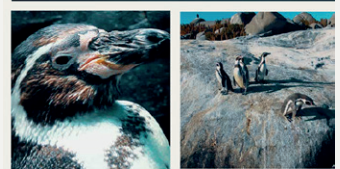
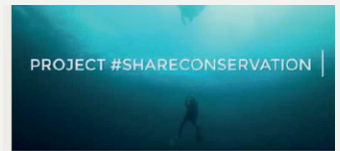
ORIGINAL PENGUIN is a global brand with initiatives around the world. From fashion shows in the Philippines to out-of-home advertising, the colony is strong. In England, NEW ORIGINALS is our brand new series dedicated to unique and inspiring trailblazers who offer something truly different and original in today's modern society. These talented and influential individuals all share our love for originality. That's why we have teamed up with them to show the world what it really means to #BeAnOriginal.



## PHILANTHROPIC EFFORTS

### PROJECT #SHARECONSERVATION

Project #ShareConservation is an annual touchstone event for Original Penguin. As the main philanthropic effort of the brand, this yearly campaign aims to make a difference in the world. Each year a new piece of carefully crafted creative is distributed globally with the call to action to share. Each share amplifies reach to create viral content for the brand, and every share equals one dollar donated to help protect Penguins and other wildlife. This Corporate Social Responsibility program has become a part of the brand's DNA, and resonate OPG with the millennial customer as a company that stands for something.



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# OPTICAL COLLECTION





## Effortless style for original tastemakers.

Taking inspiration from Original Penguin's '*Be an Original*' lifestyle, this retro sport inspired collection features 14 designs all available in three colourways. The brand's legendary history, concept of originality and enjoying the 'good times', doesn't go unnoticed in this exciting new collection.

A combination of metal and acetate frames maintain a contemporary feel with angular and classic shapes, whilst uniquely angled temples give them plenty of edge. Engraved stripe detailing gives this range a sporty vibe and boasts the brand's fun personality.

Unique colours and contrasts will set these styles apart. Shades of blue, green and grey create a sense of cool, establishing an on-trend colour palette. The iconic Pete the Penguin logo is subtly engraved on to the temples, giving each frame that extra special finishing touch.



# THE ABBOTT

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**SIZE:** 54-17-145

**A contemporary square front style.**

Subtle sports inspired detailing along the temples combine engraved acetate stripes and refined angular metal detailing, offering a sleek look to any wearer. Available in three attractive colours.

**C1.** BLUE



**C2.** RED



**C3.** TORT



# THE ADAM

.....

**SIZE:** 53-18-145

## **A retro-inspired, sleek metal square frame**

Featuring a straight nose bridge that connects and compliments the retro- feel of the rounded- square rims. With colour blocked fronts that are enhanced by the distinctive, angular temple tips; Each colourway boasting a strong contrasting pattern to that on the rims

**C1.** BROWN



**C2.** BLUE



**C3.** DARK GREEN



# THE ARNIE

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**SIZE:** 50-20-145

**A heritage inspired square frame.**

One of the most sophisticated looks from the collection, The Arnie features subtly engraved stripes on its pure acetate temples. The charming contrast of Colour 1 is eye-catchingly unique, whilst Colour 2 and 3 offer a more mottled effect throughout the entire front.

**C1.** BLUE



**C2.** GREEN



**C3.** GREY





# THE BRAD

---

**SIZE:** 55-17-145

**An elegant rectangle style.**

Effortlessly cool, The Brad screams modernism with its subtly contrasting tips and stripe detailing along the temples. This smooth frame is available in three subtle colours.

**C1.** DARK GUN



**C2.** DARK GREEN



**C3.** BROWN



# THE BRUCE

.....

**SIZE:** 56-18-145

**A refined rectangular shape.**

This easy-to-wear frame features a combination of engraved stripes and contrasting colours along the temples, offering a sophisticated look. Available in three classy colours.

**C1.** BLACK



**C2.** DARK BLUE



**C3.** GUN



# THE COLT

---

**SIZE:** 57-18-150

**A minimal supra frame.**

The Colt offers a futuristic, yet retro vibe with its many angular edges along the temples. Available in three appealing colours.

**C1.** BROWN



**C2.** BLUE



**C3.** GUN



# THE EASTWOOD

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**SIZE:** 54-19-145

**A commercial metal supra frame.**

Enhanced with a distinctive engraved stripe from the front lugs, to further colour detail flowing through to the tips. The Eastwood is smart and easy-to-wear and available in three subtly cool colours.

**C1.** DARK GUN



**C2.** DARK BLUE



**C3.** BLACK



# THE EVAN

.....

**SIZE:** 51-20-145

**Wearable but fun: a bold acetate frame, bursting with personality.**

The Evan is for someone who loves to present a pop of colour in their wardrobe, particularly with their eyewear. Each option for The Evan showcases a new and exciting colour palette and with large rounded fronts which compliment and enhance the aesthetic further.

**C1.** GREEN



**C2.** TORT



**C3.** BLUE



# THE FINN

---

**SIZE:** 48-21-140

**A retro round eye style.**

The Finn puts a modern twist on the classic round eye frame. A hint of metal in the temples highlights and compliments the contrasting tips and creates a sportier vibe. Available in three exuberating colour choices.

**C1.** BLUE



**C2.** BROWN



**C3.** GREEN



# THE FRANK

---

**SIZE:** 55-17-145

**A square frame with distinctive angular edges.**

The double bridge wire front gives this youthful frame an ultra-modern, sporty look. The temples feature a splash of colour along the tops. Available in three metallic colour options.

**C1.** SILVER



**C2.** DARK GUN



**C3.** BLUE



# THE JASPE

.....

**SIZE:** 53-18-145

**A sophisticated square frame.**

Turn heads with The Jaspe, a distinctive masculine frame, featuring a unique Pete the Penguin embellishment on the temples. Available in three strong colours.

**C1.** BROWN



**C2.** GREEN



**C3.** BLUE





# THE JAYDEN

.....

**SIZE:** 53-18-145

**A fresh contemporary feel for a traditionally shaped frame**

The Jayden is a frame that is not to be missed: with the sleek metal features on the temples which conjoin onto the acetate rim fronts, all gelled together with a unique colour story - proves for an interesting piece of eyewear. A classic square, straight browed frame which will compliment most face shapes

**C1.** BLUE



**C2.** GREY



**C3.** GREEN & BLUE GRADIENT



# THE JUSTIN

---

**SIZE:** 50-21-145

**A chunky square shape.**

This masculine frame features an adventurous mix of colours and contrasts, with angular temples and metal pin detailing. The curved bridge adds an element of style to this classic shape.

**C1.** BLUE



**C2.** BLACK



**C3.** TORT



# THE RYAN

---

**SIZE:** 55-17-145

**A large square frame.**

This delicately thin frame conveys a minimalistic edge, whilst the contrasting tips add a hint of style. The Ryan is available in three polished colours.

**C1.** GUN



**C2.** BRONZE



**C3.** DARK BLUE



# THE SAMUEL

.....

**SIZE:** 58-17-150

**A modernised rectangular style.**

This conventional frame is brought to life with its unique colourways, giving The Samuel a sense of originality. The thin metal temples compliment the rectangular front.

**C1.** BLUE



**C2.** GREY



**C3.** TORT



# THE SMITH

---

**SIZE:** 52-19-145

**A nostalgic shape with a wire front.**

The Smith's angular front features a slight ombre effect and a crystal acetate inlay. The temples offer a hint of sport with its angles and engraved colour stripe detailing. Available in three modern colours.

**C1.** BLUE



**C2.** GREY



**C3.** GREEN



# THE TODD

.....

**SIZE:** 54-15-145

**A chunky square frame.**

Subtle engraved lines sit along the chunky temples, just before a striking contrast on the tips. Available in three retro inspired colours.

**C1.** BLUE



**C2.** BLACK



**C3.** GREY



# CAMPAIGN PHOTOGRAPHY 2021/22



# POINT OF SALE

## POS ALLOCATION

Order 12 frames = 1 x Tent Card, 1 x Brand Logo Block & 1 x Hanging Banner.

Order 24 frames = The above, PLUS 1 x Polo Shirt

### BRAND LOGO BLOCK

A table top navy acrylic brand block featuring the Original Penguin logo and #BeAnOriginal tagline.

**CODE:** OPG/LOGOBLOCK/01



### TENT CARD

A double sided A5 tent card with featuring the campaign photography for 2021/2022.

**CODE:** OPG/A5TENTCARD/01



FRONT

BACK

### HANGING BANNER

A fabric banner measuring 50cm x 150cm and featuring the campaign photography for 2021/2022.

**CODE:** OPG/BANNER/01



## POLO SHIRT WORTH £50 RRP

Available for a limited time only!

Polo shirts in Navy Blue, Black or White and in sizes Medium, Large or Extra Large.



**CODE:**

OPG/POLO/M/BLUE  
OPG/POLO/L/BLUE  
OPG/POLO/XL/BLUE



**CODE:**

OPG/POLO/M/BLACK  
OPG/POLO/L/BLACK  
OPG/POLO/XL/BLACK

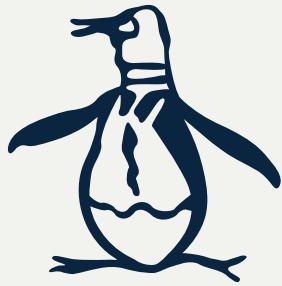


**CODE:**

OPG/POLO/M/WHITE  
OPG/POLO/L/WHITE  
OPG/POLO/XL/WHITE







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