

# BANANA REPUBLIC

DISCOVER A NEW STORE CONCEPT  
AT BANANA REPUBLIC'S SOHO FLAGSHIP

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CONNECT WITH YOUR COMMUNITY  
THROUGH "ONE+ALL" NATIONAL VOLUNTEERISM PROGRAM

**New York, NY** – November 4<sup>th</sup> – Banana Republic unveiled its **new SoHo Flagship** store with a redesigned shopping environment to better engage with its customers and make the store experience more relevant to their needs and the lives they lead. Through design, product assortment, artwork, amenities and more, the new concept is specifically modeled to its clientele and community.

To deepen this connection, the brand also announced the launch of **ONE+ALL**, a multi-year national program that aims to increase the positive impact of community service by enabling Banana Republic's customers to utilize their professional skills in volunteer opportunities through an improved matchmaking process between nonprofit organizations and potential volunteers. Banana Republic is excited to work with **ServiceNation** on this unique program designed to increase volunteerism and strengthen the service movement.

*"Our store concept is designed to cultivate an experience that is personal and memorable for shoppers, and I'm proud of how we're taking our passion beyond fashion. The ONE+ALL program provides an inspiring platform that connects our employees, customers, and the community."* explains Banana Republic President Jack Calhoun.

## **New SoHo Flagship**

The SoHo store's interior indulges the Banana Republic customer's appetite for discovery. The intimate boutique has a residential feel, designed like idealized walk-in closets. Each part of the store addresses the various wardrobe needs of the Banana Republic SoHo customer, for instance: dinner with clients at Balthazar, Sunday brunch at the Cafe Gitane, an opening at the New Museum.

*"Our collection is designed to fulfill the different parts of our customer's lives from day to night, work to play, and we wanted to create a shopping environment that reflects each of these,"* says Banana Republic Creative Director, Simon Kneen.

A circular plaza anchors the floor, serving as a hub and an accessories destination that's ringed with handbags, jewelry and shoes. The traditional window displays are replaced by a clear view into the store's shoppable area, stocked with the best finds for each season, dissolving the traditional boundary between the store and city street.

Like other Banana Republic stores in London, San Francisco, Miami and Montreal, SoHo maintains the architectural integrity of its landmark building. The essence of the Historic District's renowned 19<sup>th</sup>-century cast iron structures is carefully integrated into SoHo's signature new store design. The 18,000 square-foot space features an airy, two-story interior with a modern mix of old and new, juxtaposing original cast iron columns and mosaic floors with a contemporary grand staircase of open risers and concrete treads. Reflecting SoHo's more recent history as an artist's mecca of galleries and studios, the store will feature a curated selection of artwork and plans to host local artist events.

Banana Republic SoHo will house both the women's and men's collections on the first and second floors, respectively, as well as an adjoining Monogram collection with a separate entrance on Broadway. Both stores include the City Work, City Weekend, Heritage and Monogram collections along with a full range of accessories: jewelry, handbags, shoes, eyewear and small leather goods. Banana Republic's two newest fragrances, the Republic of Men and the Republic of Women, will also be available. Distinctive, personalized features also include a professional stylist, hemming and fitting room check-out. A Web kiosk allows shoppers to buy online while in the store without shipping charges. Concierge services are also available to help shoppers to take full advantage of New York life through restaurant reservations, show tickets and entertainment recommendations.

Banana Republic's new concept has also been extended to locations in Scottsdale and Las Vegas this Fall.

## **ONE+ALL**

### **Connecting New York Volunteers: Two Days, Five Stores, Fifty Service Organizations**

Banana Republic launches ONE+ALL in New York City on Friday, November 13 and Saturday, November 14 at five Banana Republic locations: SoHo, Rockefeller Center, 34<sup>th</sup> Street, 86<sup>th</sup> and Third Avenue and 67<sup>th</sup> Street and Broadway. Representatives of over 50 participating nonprofits will connect with Banana Republic customers to “match” their skill sets with volunteer “job” openings.

Banana Republic worked in collaboration with ServiceNation, a coalition of 249 national and community service organizations to establish and expand the campaign. Banana Republic is also working, city-by-city, to identify on-the-ground community partners who are committed to realizing the potential of service. In New York City, our local partner is NYC Service, Mayor Bloomberg’s initiative to strategically channel the power of volunteers towards addressing the City’s most pressing challenges.

Banana Republic employees will provide professional development training to representatives of these nonprofits, to help them effectively identify and recruit skilled volunteers. Training includes best practices for drafting job descriptions, recruiting, and interviewing skills.

*“ONE+ALL will fundamentally change the way organizations recruit and galvanize volunteers in service to their cause,” said Greg Propper, Executive Director of ServiceNation. “This match-up program is an invaluable opportunity for individuals to focus their skills with the appropriate local organization. It’s a win-win for the service movement that should help retain committed and passionate volunteers in the years to come.”*

The ServiceNation coalition also will be one of the beneficiaries of Gap Inc.’s Give & Get program, which drives financial donations to national nonprofit organizations throughout the year. By selecting ServiceNation, donations will boost a network that reaches more than 100 million citizens.

Customers can learn more about ONE+ALL by visiting [bananarepublic.com/oneandall](http://bananarepublic.com/oneandall) and [servicenation.org/oneandall](http://servicenation.org/oneandall), beginning November 11.

### **About Banana Republic**

Banana Republic is a global accessible luxury brand that inspires living everyday life with style. Characterized by elevated design and luxurious fabrications, the Banana Republic lifestyle collections include apparel, handbags, jewelry, fragrance and eyewear. Banana Republic, a division of San Francisco-based, Gap Inc. (NYSE: GPS), can be found at over 500 retail locations in the United States, United Kingdom, Canada and Japan, [BananaRepublic.com](http://BananaRepublic.com), or (888) BR-STYLE. In addition, Banana Republic is expanding its international presence with franchise agreements in Asia, Europe, Latin America and the Middle East. For more information, please visit [gapinc.com](http://gapinc.com).

### **About ServiceNation**

ServiceNation is a national campaign to increase service opportunities and elevate service as a core ideal and problem-solving strategy in American society. Reaching an estimated 100 million citizens through its 200-plus member groups, ServiceNation played a leading role in the drafting and April 2009 enactment of the Edward M. Kennedy Serve America Act, which authorizes the greatest expansion of national service in America since FDR created the Civilian Conservation Corps. Now that the Act has passed, the ServiceNation coalition is working to inspire a powerful culture of volunteerism in our country. ServiceNation envisions an America in which a commonly asked question is, “Where do you serve?” For more information, visit <http://www.servicenation.org>.