







Why American Apparel?

More than just a "sweatshop-free" charity.

We are committed to making clothing of the highest quality while pioneering industry standards of social responsibility in the workplace.

A young company

American Apparel is a youth-directed company, founded without the assistance of institutional investors. Having no political ties, the company has rejected established norms on all sides; we've dismissed both the corporate right and the politically correct left in favor of something new.

Best quality and fit

Rather than follow seasonal trends, we offer an expansive year-round line to which we are continuously introducing new styles and colors. Our priority is quality and fit, and we often turn to our consumers for feedback and ideas.

A new business model

Internalized production, where all stages of manufacturing happen in the same building, is far more efficient than the industry norm of outsourcing. Our workers earn the highest wages in the industry and are active participants in the life of the company.

Setting an example

American Apparel is as much a capitalist success as a social success. The company's profitability is a testament to the fact that the model can be applied to many companies and industries worldwide.

A sustainable choice

American Apparel's Sustainable Edition offers our most popular styles in certified organic cotton. In the next few years we intend to further integrate sustainable cotton (principally organic) into our general production. We've also implemented a program by which we recycle over a million pounds of fabric scraps each year.

Made in Downtown LA

Under one roof

American Apparel is a vertically integrated manufacturer and retailer. This means that we've consolidated all stages of production under one roof at our downtown Los Angeles factory—from the cutting and sewing of the garment, right through to the photography and marketing.

Ultimately it is vertical integration which, by cutting out the middleman, allows the company to be sweatshop free. Given that no outsourcing to local or developing-nation sweatshops occurs, the process is time efficient and the company can respond at breakneck speed to demand. This enables us to be competitive within the global market.

For American Apparel, being sweatshop free means offering all of our employees, sewing and administrative alike, basic benefits. We provide affordable healthcare for workers and their families, company-subsidized lunches, bus passes, free ESL classes, on-site masseurs, free parking, proper lighting and ventilation, and the most up-to-date equipment (the latest cutting machine, or the latest software).

We offer these as a matter of policy, not only because we care about our workers, but also because we understand that a positive work environment is a more productive one.

Most importantly, we pay the highest wages in the garment industry (the average sewer earns \$13/hour but this can be as high as \$25/hour), we offer year-round employment and job security, with the goal of lifetime employment. There is virtually no turnover when it comes to our garment workers, and their loyalty to the company is a huge source of pride.

Finally, vertical integration means that we can supply the highest-quality product on the market. Because our clothing is manufactured on site, we have superior quality control. We have the freedom to make changes and improvements to our garments without the delays experienced by companies that outsource.

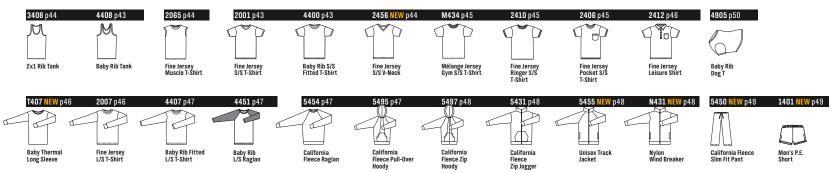
That's how we bring our customers the clothing they love to wear. In the end, our goal is to provide a positive experience to everyone touched by our business process, from a sewing operator right through to a consumer.



⁶ Classic Girl

3308 p29 2x1 Rib Boy Beater Tank	3329 p32 2x1 Rib Racerback Tank	4308 p29 Baby Rib Tank	Sheer Jersey Racerback	4311 p30 Baby Rib Spaghetti Tank	Sheer Jersey Spaghetti Tank	8316 p31 Stretch Cotton Camisole	4316 p32 Baby Rib Camisole	8320 p33 Stretch Cotton Bra-Cami	2300 p41 Washed Jersey Relaxe Pant	5300 p41 California Fiece Pant	8300 p41 Stretch Cotton Yoga Pant	9300 p41 Loop Terry Lounge Pant
2165 p25 Fine Jersey Muscle T	4365 p25 Baby Rib Sleeveless Crew	4366 p25 Baby Rib Sleeveless V-Neck	4385 p28 Baby Rib Cut Out	4396 p26 Baby Rib Sleeveless Hoody	4389 p26 Baby Rib One Shoulder Top	4391 p27 Baby Rib All Around Halter	7381 p27	2396 NEW p26 Fine Jersey Sleeveless Sport Hoody	5303 p40 California Fleece Skirt	1303 NEW p40 Thick-Knit Jersey Skirt	8325 NEW p40 Stretch Cotton Skort	•
2102 p18 Fine Jersey S/S T	M304 p19 Mélange Jersey Gym T	4305 p19 Baby Rib Basic T	4356 p18	4321 p19 Baby Rib Cap Sleeve T	4377 p18 Baby Rib Cap Sleeve Ragian	Sheer Jersey Cap Sleeve Raglan	Sheer Jersey 2-Sided Top	8362 p19 Stretch Cotton Aerobic Top	4380 p20 Baby Rib Crop T	7301 p39 Interlock Running Short	5301 p39 California Fleece Short	1801 p39 Thick-Knit Jersey P.E. Short
4307 p22 Baby Rib L/S T	6307 p22 Sheer Jersey	4376 p23 Baby Rib L/S V-Neck	4361 p21 Baby Rib Morocco L/S T	4393 p23 Baby Rib L/S Turtleneck	4398 p21 Baby Rib L/S Hoody	4344 p22 Baby Rib 3/4 Sleeve Boatneck	Sheer Jersey 3/4 Sleeve Boatneck	4353 p23 Baby Rib 3/4 Sleeve Raglan	7319 p34	4310 p34 Baby Rib Bikini Bra	3335 NEW p42 Racerback Dress	4387 NEW p42
2307 p23 Fine Jersey L/S T	2322 p20 Fine Jersey LJS Sport Raglan	5399 p24 California Fleece Zip Hoody	9330 p24 Loop Terry Zip Jogger	4313 p35 Baby Rib Thong	4318 p36 Baby Rib Brazilian Bikini Panty	8312 p36 Stretch Cotton Invisi-Thong	4314 p38 Baby Rib Flat Bottom	8301 p35 Stretch Cotton Hot Short	8315 p37 Stretch Cotton Boy Brief	Sheer Jersey Scarf		

Standard American







Classic Baby



Ours

The difference between our cotton and the cotton of other leading brands is the quality of the yarn and its finer size. Our combed ringspun cotton is crafted from 30-singles yarn knitted on a 28-gauge knitting machine, and as a result is noticeably softer and higher in quality.



Combed-Cotton Fibers
The combing process
separates 80% of the more
desirable (longer, thinner,
more even) fibers from the
less desirable (shorter,
coarser, less consistent)
fibers.



Ringspun/30-Single Yarn A higher count of thinner fibers are tightly twisted together to make a stronger, smoother, finer (30) gauge thread.



30-singles yarn 30-singles yarn is woven on a 28-gauge machine, producing a finer knit fabric that is softer and lighter to touch.

Theirs



Carded-Cotton Fibers
Carded cotton is a mixture of ragged, thicker, short fibers.
Cheaper for manufacturers to produce, this cotton is rough, heavy, and lower in quality.



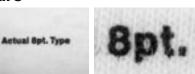
Open-Ended/18-Single Yarn Fewer coarser fibers are blown together, resulting in a loosely bound, thicker (18) gauge, heavier, rougher thread.



Coarser 20-Gauge Weave Most cotton jersey is created on a 20-gauge knitting machine. The result is a looser knit, heavier material that is coarse to touch.

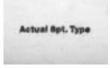
Ours

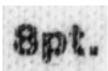
American Apparel has the best quality fabrics and styles for screen printing and other embellishments. Each style's 30-singles combed ringspun cotton surface is exceptionally smooth and tight-knit, making for a superior canvas to adorn.



Superior Printability
Our 30-singles combed
ringspun cotton fabric is
the best possible surface
for high-resolution screen
printing, embroidery,
and embellishment.

Theirs





Printability

The 18-singles open-ended cotton used by other leading brands does not yield comparable results to what can be achieved when using our fabric.

Size Chart

Classic Girl

USA:	7-8	10-12	0-2	4-6	8-10	12-14
Ours:	XXS	XS	S	M/OS, M	L	XL
			0	1	2	3
Europe:	7-8	10-12	34-36	38-40	42-44	46-48

Standard American

USA:	34-36	38-40	42-44	46-48	50-52	54-56
Ours:	S	M	L	XL	2XL	3XL
Europe:	44-46	48-50	52-54	56-58	60-62	64-66

Youth

USA:	Sizing	8 Youth	10 Youth	12 Youth
Ours:	Chest	27"	281/2"	30"
	Waist	23"	24"	25"
	Hips	281/2"	30"	32"
	Height	50"-521/2"	53"-55"	55½"-57"

Classic Baby

USA:			23-27 lbs				
Ours:	3-6 mos	6-12 mos	12-18 mos	18-24 mos	2	4	6
Europe:	3-5 kg	6-9 kg	10-11 kg	12-13 kg	14-15 kg	16-19 kg	20-21 kg

American Apparel's first completely synthetic fabric addition to our wholesale line. With a tighter weave, this fine jersey cotton fabric offers the perfect standard T-shirt 1x1 rib fabric, slight stretch gives a more fitted shape. (30 Singles Combed Cotton) Nylon (New) **Baby Rib** Fine Jersey This smooth durable synthetic material. (30 Singles Combed fabric is 100% nylon and also water repellant. Cotton) Slightly sheer and extremely soft, lightweight jersey fabric. (40 Singles Combed Cotton) Refined terry fabric with slight stretch for extra comfort. **California** Lightweight fleece with a slight give to contour every body type perfectly. (24 Singles Combed Sheer **Loop Terry** Jersey (80/20 Combed Cotton/Poly) Fleece Cotton)

Our 2x1 Rib fabric is unrivaled by that of other leading brands because it is made with finer, combed ringspun cotton with wider, textured ribbing. Mélange Jersey 2x1 Rib Thick-Knit Highly durable and tightly woven. (50/50 Cotton/Poly) This fabric has a worn 70s look and a soft feel. (70/30 Combed Cotton/Poly) Jersey Cotton Spandex This super-stretch material provides a slimmer sexier fit to A heavier and opaque fabric used on certain styles. Durable This lightweight fusion fabric has a micro-waffle texture. Interlock **Thermal** every garment. (95/5 Cotton/ Spandex) and lends support in its fit. (Combed Cotton) (55/45 Cotton/Poly) Jersey

¹² Our Colors











Going Organic

25% of U.S. pesticide use occurs during the cotton cultivation process, so we're offering a more sustainable choice.

Pesticide use doesn't only harm the environment. According to the National Cancer Institute, it is suspected of causing 10,000 deaths per year. The Sustainable Edition is American Apparel's initial response to this crisis.

Initiating a new effort

We are beginning a program to integrate organic cotton into our production process. This is taking place at two levels: (1) the Sustainable Edition offers an organic version of 10 of our most popular styles, in a natural color; (2) we will incorporate organic cotton into our general cotton supply in the coming years.

Additional environmental outreach

We recycle over a million pounds of fabric scraps annually and manufacture garments such as our Baby Rib Thong (style 4313) from leftover fabric pieces. We also recycle cardboard and office paper, and are exploring other ways of becoming more environmentally friendly.



Sustainable Edition

2001 ORG Fine Jersey S/S T-Shirt Refined with a S tailored fit, one of the softest, and L smoothest T-shirts XL in the imprintable market. Perfect for any type of print or embellishment.

2102 ORG Fine Jersey S/S T

A finer twist on a classic style. Fits your curves. Perfect for any type of print or embellishment.

2456 ORG Fine Jersey S/S V-Neck Like all our T-shirts, S our new V-neck is M refined with a tailored fit, made from the softest cotton there is.

XL 2XL

3308 ORG 2x1 Rib Boy Beater Tank

Our women's version XS of a classic tank S style. Wider, textured M/OS ribbing. Stretchy and L perfect for printing. XL













The Baby Rib Basic XS
S/ST is our most S
popular garment to date, with millions L L XL sold. True short sleeves with binding at neck and sleeve opening.





4000 ORG Infant Baby Rib S/S Lap T

One of our top sellers 3/6 m in the Classic Baby 6/12 m line. This garment 12/18 m maintains a delicate, 18/24 m high-end look that sets it apart from all other lap T's on the market.







Soft and perfect for OS little heads. Coordinates with our Classic Baby styles.











4001 ORG Infant Baby Rib S/S One Piece

Back by popular 3/6 m demand, this garment 6/12 m is boutique quality 12/18 m but also provides 18/24 m great comfort and fit.





38 colors to choose XS

from. Binding around S neck and sleeves M

creates a clean look. L

M/OS

M304 Mélange Jersey S/S Gym 1

A modern version of S your old P.E. shirt. M/OS Binding around neck L and sleeves creates XL a retro look. Perfect for any transfer or print.

4305 Baby Rib Basic S/S T

The Baby Rib Basic S/S T is our most popular garment to L date, with millions XL sold. True short sleeves with binding at neck and sleeve opening.

4321 Baby Rib Cap Sleeve

White

Silver

Crème

Nude

Brown

Lavender

Navv

Baby Blue

■ Black

Our Baby Rib Cap Sleeve T lacks binding on sleeves for a more relaxed finish.

XS S M/OS

8362 Stretch Cotton XL **Aerobic Top**

White

For fitness and lounging. Shrunken M cap sleeves and lots L of stretch.









A sure attention-grabber. Hits just above your waist. 4380 S M/OS Baby Rib Crop T White Black Pink Purple Baby Blue Teal

Slightly sheer with S stretch. Fine merrow M/OS 6377 Sheer stitching around L neck and shoulders. XL

6322 Sheer Jersey 2 Sided Top

White

Crème

Lemon

Light Pink

Light Blue

Asphalt

■■ Black

■■ Brown

Red

Fuchsia

Lavender

Navy

Grass

Olive

Eggplant

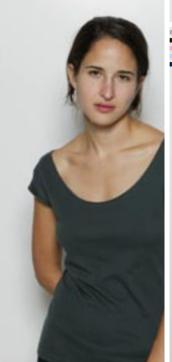
Reversible style. S
Wear it as a scooped or slight crew neck. L
Cap sleeve. XL

2322 Fine Jersey L/S Sport Raglan

Casual fit with crew neck, kangaroo pocket and waistband. Made with the finest jersey cotton.













4307 Baby Rib L/S T The long-sleeve S
version of our most popular style. Binding at neck and sleeve XL opening. White Silver Heather Black Crème Nude Brown Lemon Bright Orange Orange Red ` Pink Lavender Baby Blue ■■■ Navý Kelly

6307 Sheer Jersey L/S T



Extra-long sleeves and body with clean, finished neck.

S M/OS

L XL



4376 Baby Rib L/S V-Neck

Our Long Sleeve V-Neck has binding at neck and sleeve.

4353 S M/OS

A top seller, in our largest color range. 3/4 sleeves with contrast binding at neck.

XS S M/OS ΧL

2307 Fine

The women's version of our men's classic long sleeve, style 2007. Same lightweight feel, and superior printability.

S M/OS L XL

4393 Baby Rib L/S Turtleneck

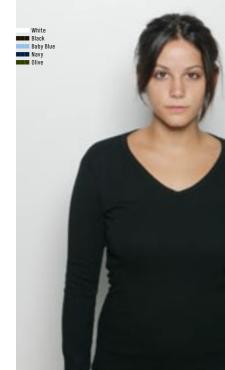
Perfect for fall and winter layering with turndown neck and cuffed sleeves.

M/OS L XL

Baby Rib 3/4 Sleeve Raglan

Jersey L/S T











Classic style made more feminine with set-in collar and armhole. Perfect for 2165 S M/OS Fine Jersey Muscle T any type of print or embellishment. White Silver Pink Lavender Aqua . Baby Blue Navy Olivé



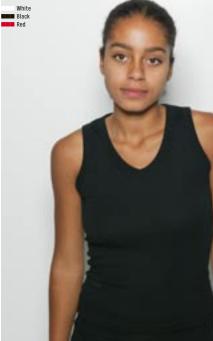
A more open neckline S finishes this simple style. Perfect for any type of print or embellishment. 4365 Baby Rib Classic **Sleeveless** Crew White Black Red Fuchsia Baby Blue

4366

Baby Rib Sleeveless V-Neck White

Flattering fit. Wider 7/8" binding at neck and armholes.

M/OS L XL





2396 (New) Fine Jersey Sleeveless Hoody

White

Light Pink

This new style works great on its own, or it can be layered. S M/OS L XL

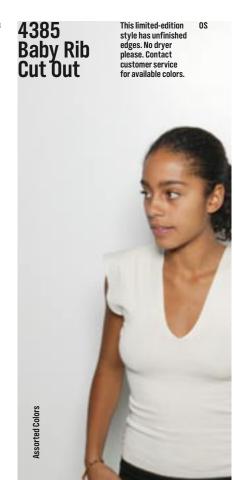


2396













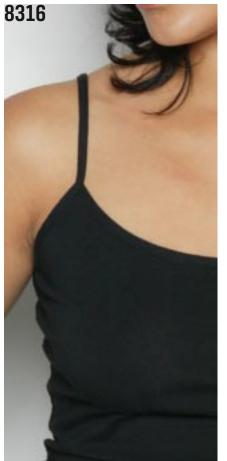












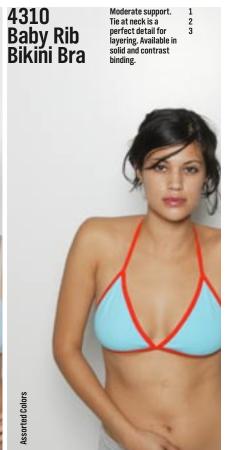








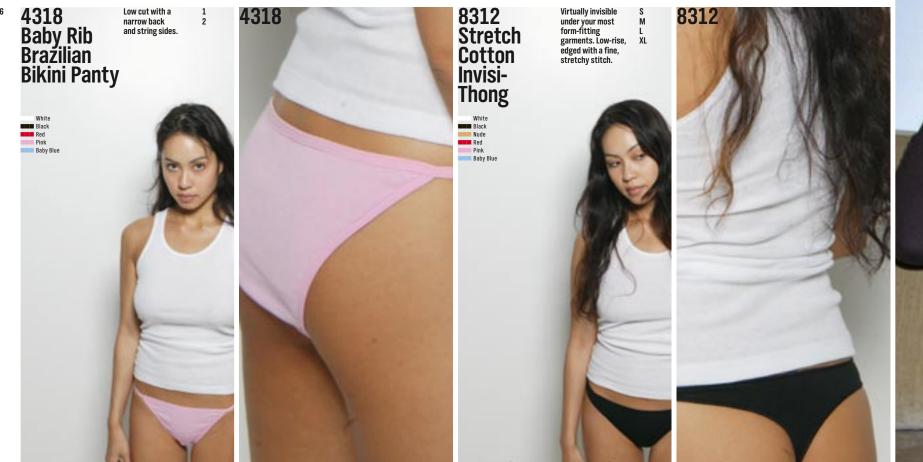












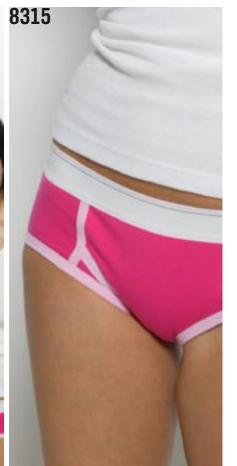


8315 Stretch Cotton Boy Brief

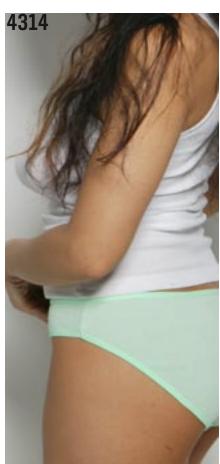
White / Baby Blue
Red / White
Fuchsia / Pink











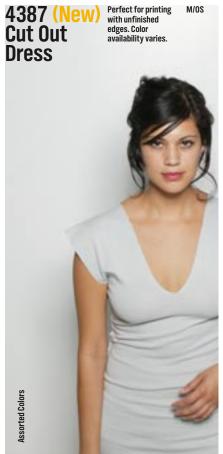










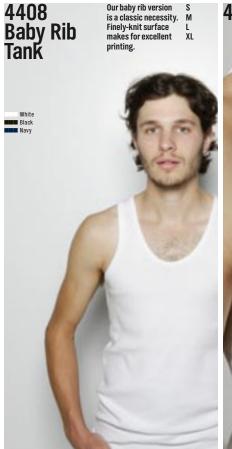


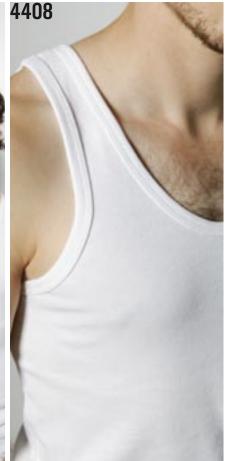






This unisex T-shirt has S











XL 2XL

of our Fine Jersey T-Shirt, in stretchy Baby Rib. Baby Rib Fitted L/S T-Shirt L XL 2XL White Heather . Brown Baby Blue

A more fitted version S

4407

4451 Baby Rib L/S Raglan

■ White / Black

■ White / Red

■ White / Navy

Red / Black

■ White / Kelly Green

Baby Blue / Navy

A modern version of the traditional baseball raglan.
Sporty with a tailored
fit. Contrasting collar
and sleeves.





White

Heather

Black

Brown

Red

Navy

Baby Blue

Kelly Green

An original style refined. Crew neck sweatshirt in lightweight fleece. Superior fit for both men and women.

5495 California Pull-Over

A classic sport hoody with drawstring, sized for men and women. XL 2XL



5497 A zip hoody with pockets and California Fleece Zip Hoody drawstring hood, sized for men and women.

L XL 2XL

5431 California Fleece Zip Jogger

We have perfected this item by making it a bit shorter this season. This lightweight fleece does not pill.

XL 2XL

5455 Unisex Track

Jacket

Lightweight sporty fleece jacket, with contrast piping.

L XL 2XL

N431 (New) Nylon Wind Breaker N431 (

A must-have fall/ spring jacket for men and women.

White Heather Asphalt Black Brown Kelly Green Navy

White Heather Asphalt Black Brown Red Baby Blue ■■■ Navy Kelly Green Army







4905 Dog T

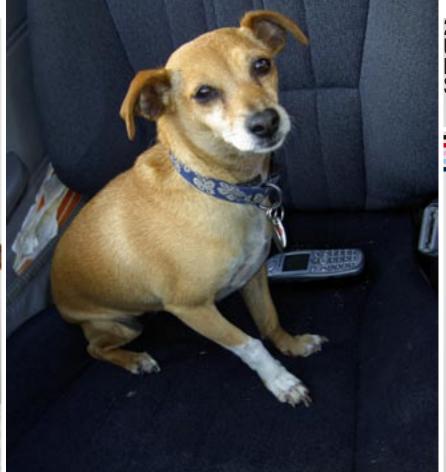
Because dogs are people too, we have created the perfect T L for your pet. Fits small XL and is preferable for small to medium-sized dogs.



Orange / Royal Blue
Pink / Silver

Teal / Purple





2201 (New) Unisex Fine Jersey S/S T

The classic T-shirt. 8
Perfect for any print 10
or embellishment and a great fit for both boys and girls.







4253 (New) Baby Rib 3/4 Sleeve Raglan

■ White / Black

■ White / Red

Three-quarter 8
sleeves and contrast 10
binding, this style is a top seller for
women and a sure
hit for girls.



Cut for boys and girls, this style is made 10 from the finest jersey 12 cotton for a lightweight fit and feel. Available in black and white.













4000 Infant Baby Rib S/S Lap T Back by popular 3-6 m demand, this garment is boutique-quality but also provides 18-24 m One of our top sellers 3-6 m in the Classic Baby 6-12 m 4001 4007 Super-soft and 3-6 m 6-12 m 4009 Soft and perfect comfy, with long sleeves. Perfect for little heads. Infant Baby Rib Hat Infant line. This garment 12-18 m maintains a delicate, 18-24 m Infant 12-18 m 18-24 m Coordinates with our for any baby. Classic Baby styles. Baby Rib L/S Lap T Baby Rib S/S One Piece high-end look that sets it apart from all other lap T's on the market. great comfort and fit. White White White White Heather Black Black Heather Pink Black Lemon Black Pink Baby Blue Lemon Lemon Baby Blue Red Red Pink Pink Lavender Lavender Lavender Baby Blue Baby Blue

4041 (N Infant L/S One-Piece

Greatly anticipated, this one-piece offers the same great fit as our 4001 but now in 18-24 m long sleeves.

3008

White

Inspired by one of our best-selling Classic Girl and Standard 12-18 m American styles, this aby tank has binding at neck and armholes.

4032 (Infant

White

Black

Our rendition of the classic karate pant for infants. An alternative to the traditional legging. 3-6 m 6-12 m 12-18 m 18-24 m

Toddler Long Sleeve T

White

A great fit for young 2 boys and girls aged 4 2-6, made from ultra- 6 soft cotton for total freedom of movement for active kids.















2105 Toddler Fine Jersey S/S T

White

Heather

Pink

Baby Blue

Black

Red

Navy

Grass

Carefully tailored in 2
a lightweight knit to fit any active youth. Provides a perfect surface for any type of print or embel-lishment.

4153 Toddler Baby Rib L/S Raglan

Our kids' version of the traditional baseball ragian. 3/4 sleeves.

3108 Toddler 2X1 Rib Tank















4177 Toddler Baby Rib Cap Sleeve Raglan

Pink / Fuchsia
Lavender / Purple Baby Blue / Navy

Contrasting cap sleeves and binding at neck. Provides the perfect surface for any type of embellishment.

4121 of Cap Sleeve T

Derived from one of our most popular Classic Girl styles. Cap sleeves and binding at neck.











