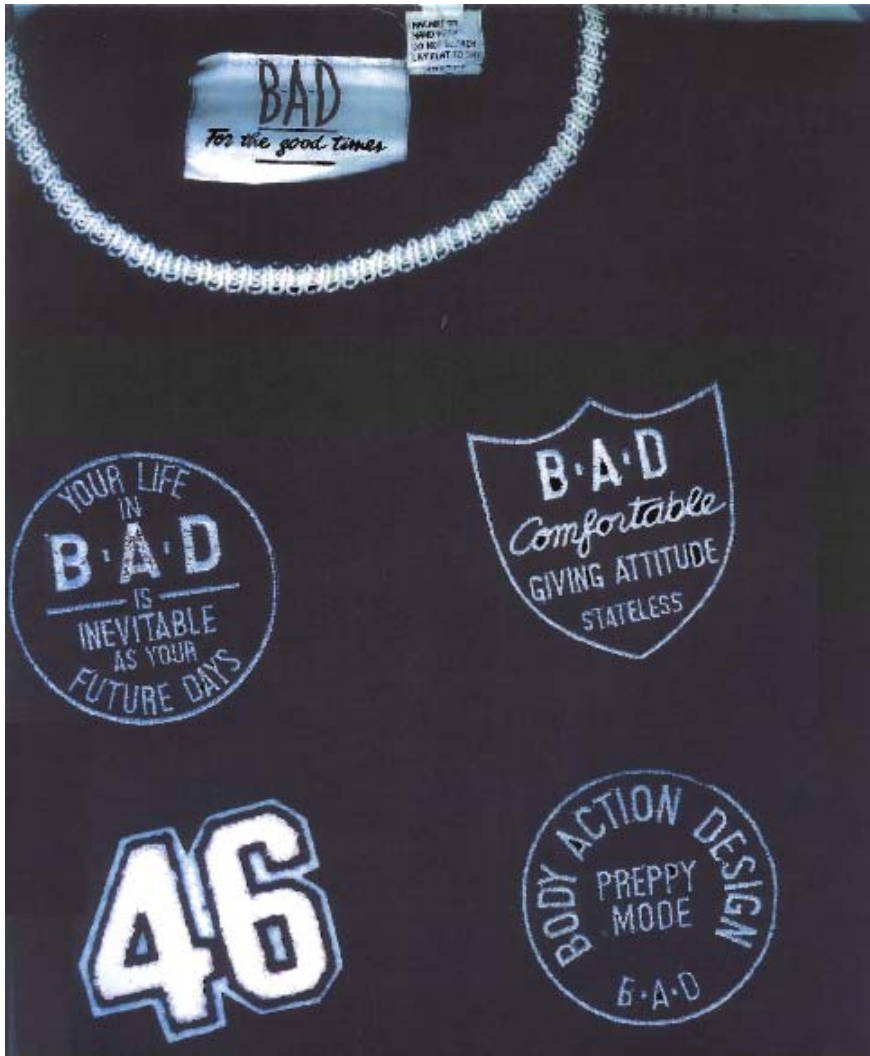


# B.A.D.

*Body Action Design*



# B.A.D.



**Body Action Design**, also known as **B.A.D.**, was started by Jeffrey Halper in 1984.

The contemporary streetwear collection made its debut with retailers as a graphically orientated sweatshirt and sweater company featuring the B.A.D. logo as emblems, appliqués, embroideries and screen prints placed directly on the garments.

# B.A.D.



The **B.A.D.** trademark enabled the young company to differentiate itself in a competitive market place by creating a specific image in the mind of the consumer, generating brand awareness.

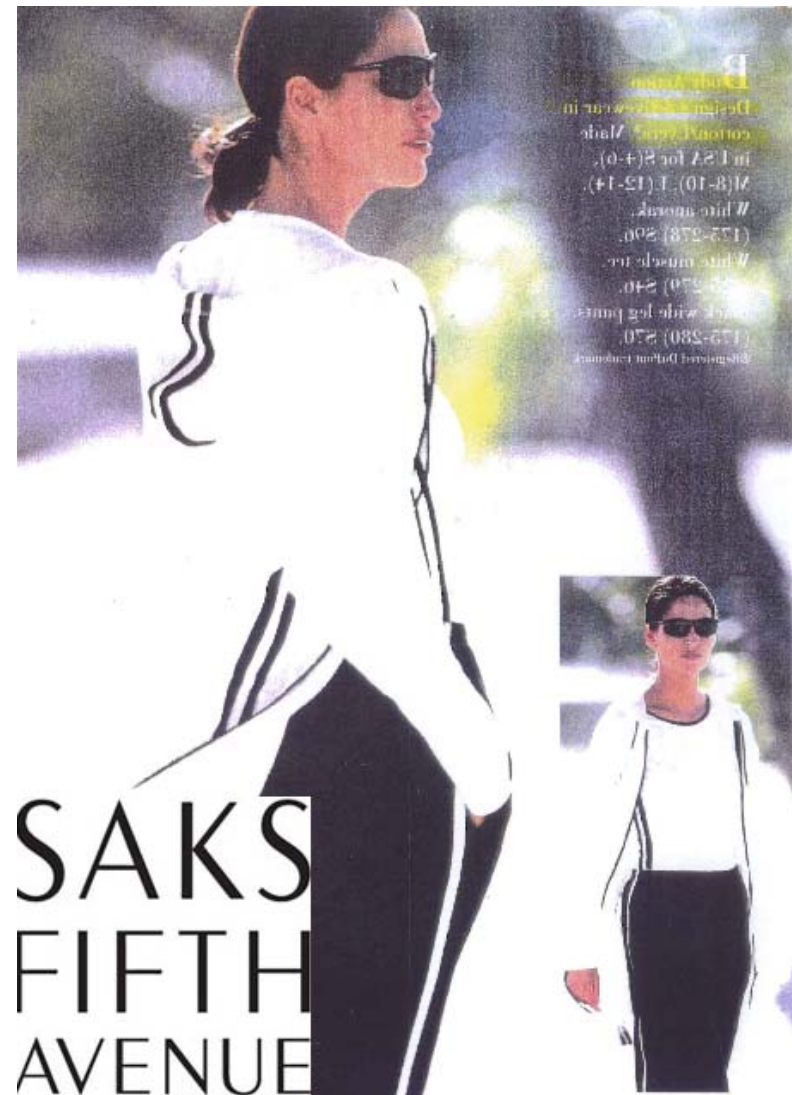
The brand's image fostered an emotional connection that resonated well with women of all ages, color and creeds who paradoxically believed that "**B.A.D.** is good".



# B.A.D.

The catchiness, image, quality and cool factor that the brand connotes resulted in a top shelf distribution channel including over 1000 better specialty stores as well as Neiman Marcus, Nordstrom, Macys and Saks Fifth Avenue.

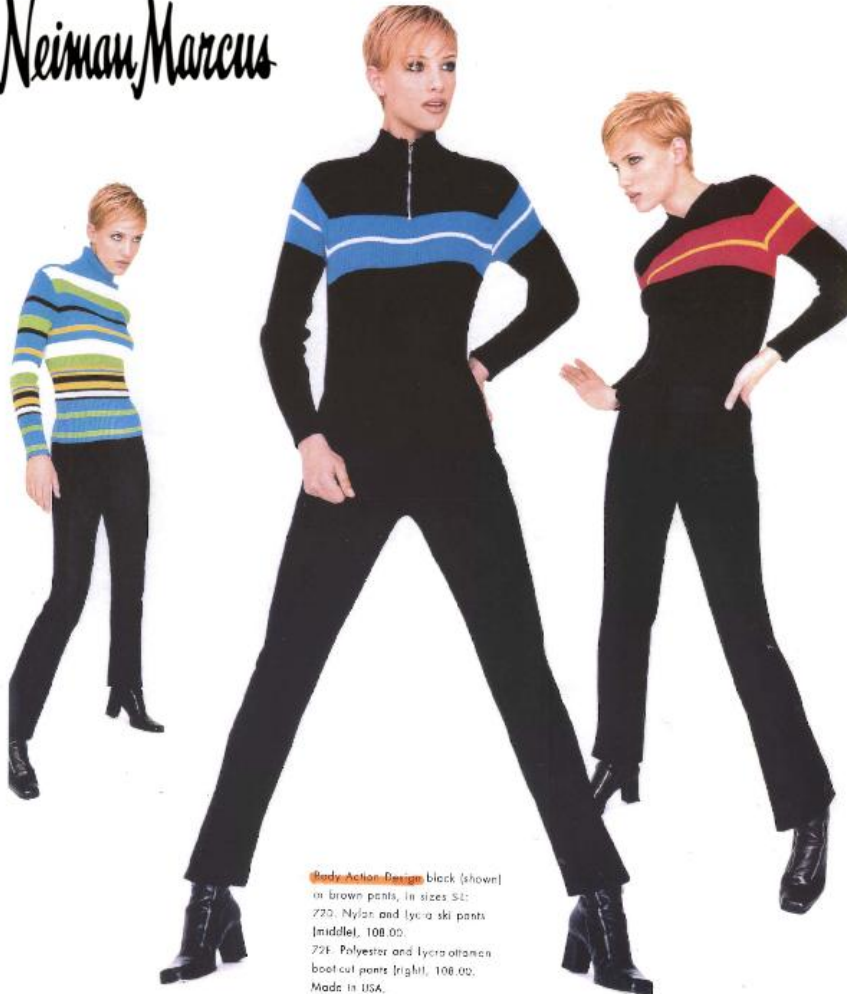
We all know that if something is cool everybody wants it. **B.A.D.** was an instant hit that retailers sold out of quickly. Mara Urshel, senior vice president, general merchandise manager of sportswear for Saks Fifth Avenue said, "We do very well with them. It's young and contemporary."





# Body Action Design

Neiman Marcus



Body Action Design black (shown)  
or brown pants, in sizes S-L;  
720. Nylon and lycra ski pants  
(middle), 100.00;  
721. Polyester and lycra ottoman  
boot cut pants (right), 100.00.  
Made in USA.  
Leisure Sportswear.

In 1990, the company started a collection of ladies contemporary sportswear using Lycra® spandex carrying a fancier script label “Body Action Design”. The target age for the Body Action Design customer is between 20 to 60 years of age.

The company, with its innovative styling, brought garments produced with stretch fabrics into the mainstream of American fashion.

## Body Action Design

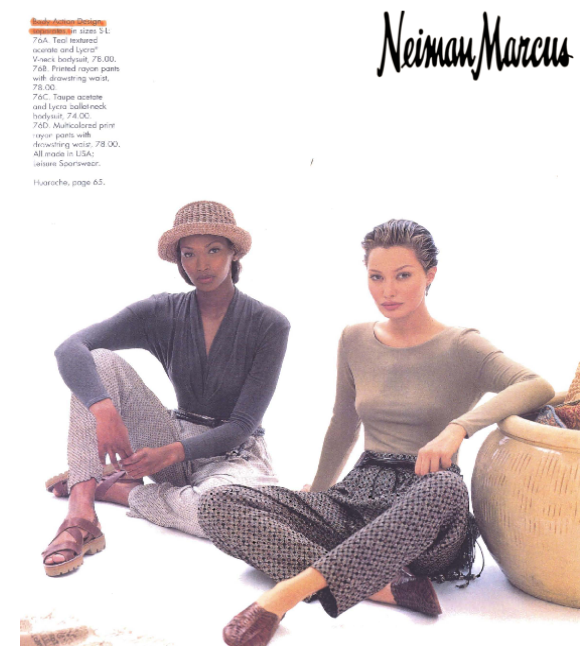
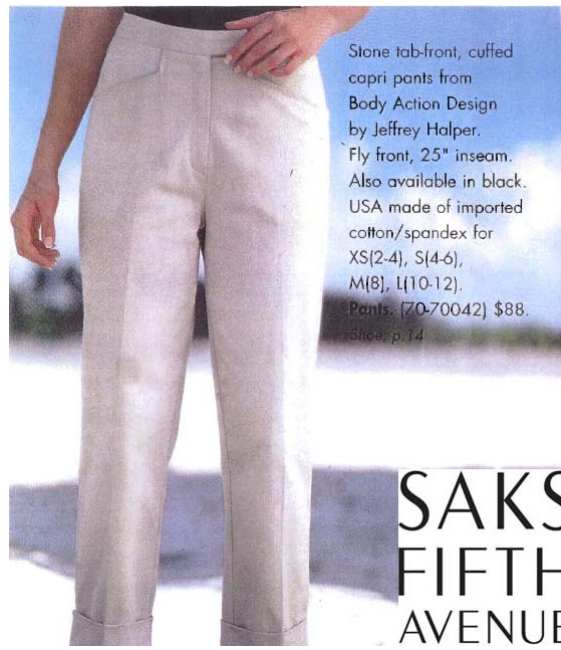
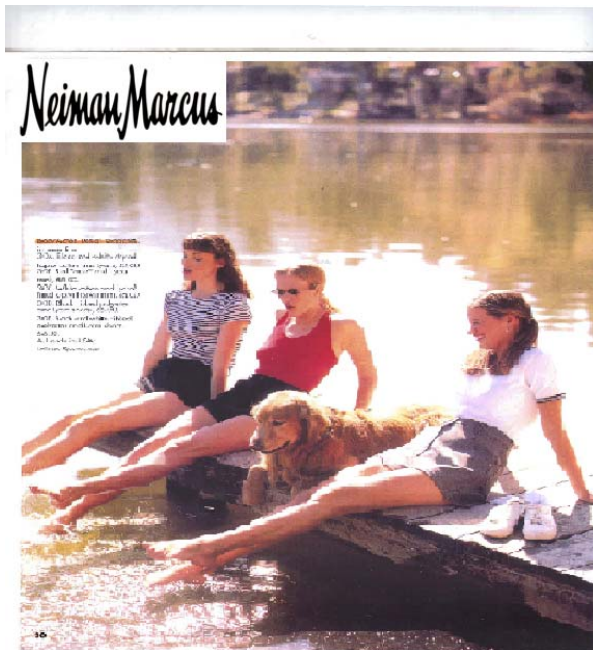
**Body Action Design** differentiated itself from other sportswear makers by fitting its garments so that women with real body shapes could be confident and comfortable wearing stretch pants and tops.

Key items produced under the **Body Action Design** brand included first to the market stretch knit stirrup pants. The versatility of the ottoman ribbed pants and jeans, made from a proprietary heavy weight knit fabric developed exclusively for **Body Action Design**, were marked as the “Never Thinner” pant. Extremely flattering to the figure, the “Never Thinner” pant contoured the female body, offering just the right amount of stretch in just the right places.

Joan Kaner, senior vice president and fashion director for Neiman Marcus, said, “We buy **Body Action Design** mostly for its items”. She said, “The firm made special twill stirrup pants and high - waisted pants for them, and some turtle necks and crew necks.” “A shipment came in last week, and we’ve had excellent selling on them so far,” she said.

# Body Action Design

Bodysuits, jumpsuits, ankle pants, clam diggers, cropped pants and active wear are understood to be signature **Body Action Design** items known for their styling, quality, and fit.



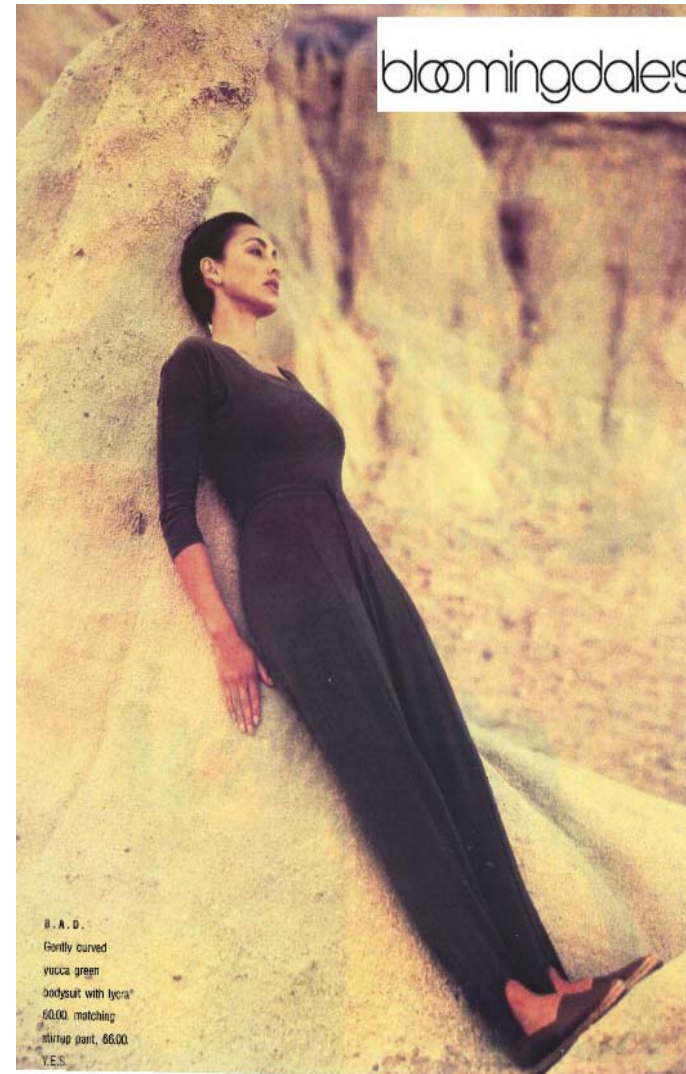


# Body Action Design



Active styles from  
Body Action Design.  
Both in cotton/Lycra®.  
Made in USA for  
S(4-6), M(8-10), L(12-14).  
Oversized white tunic.  
(175-276) \$70.  
Black legging. (175-277) \$46.  
©Registered Patent mark used.

**SAKS  
FIFTH  
AVENUE**



bloomingdale's

B. A. D.  
Gently curved  
yucca green  
bodysuit with lycra®  
\$60.00 matching  
strapped pant, \$68.00  
YES.