

Quality Clothing

Here's to Good Work

"America is the "land of opportunity," right? We have heard this phrase most of our lives and tend to take it for granted. In my opinion, it is the greatest thing about America: Come here, play by the rules, and you can create a better life for yourself and for your family. But ensuring that opportunity for all Americans takes work. Making sure that ALL Americans have access to good schools, safe neighborhoods and good jobs. It's that last part that is on my mind.

The last 40 years have been hard on the communities that make things in this country. We hold our workers and our factories to high standards in America that are good and humane and protect the environment. We have agencies like OSHA and the EPA that enforce these standards and minimum wage laws to provide a living wage. Yet, our trade laws allow our biggest brands to avoid those protections by moving the making of their things overseas.

We, as brands, have the opportunity to provide good, durable, safe jobs to our fellow Americans who need them. Jobs that anchor communities, that improve lives, that set an example for others. Those jobs will lead to more stable communities, better schools, more viable local economies. Those are good things for us, as people and as a country.

The people on the pages that follow show us the importance of opportunity. The impact we can have if we give people an honest chance. They are an inspiration to us. We hope they are to you as well.

Here's a challenge to our fellow brands: how, with our actions, can we provide more opportunity to the communities that need it right now? Let's set an example for others to follow so we can lead the way to a better tomorrow and re-capture the idea of America as the land of opportunity.

Be Giant,

Bayard Winthrop





FEATURES

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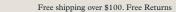
Agatha Kugala — Ovenly

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Kevin Stacy — The Station Foundation

Cover: A rancher on her trusted steed sports the Classic Full Zip and Roughneck Chore Jacket.

This Page: American workers who get it done every day across the USA.





Pants that Get it Done.

You know the person you call in a pinch?

Voted "works well under pressure?"

The one who always delivers — and never, ever lets you down?

Yeah. We make pants like that.





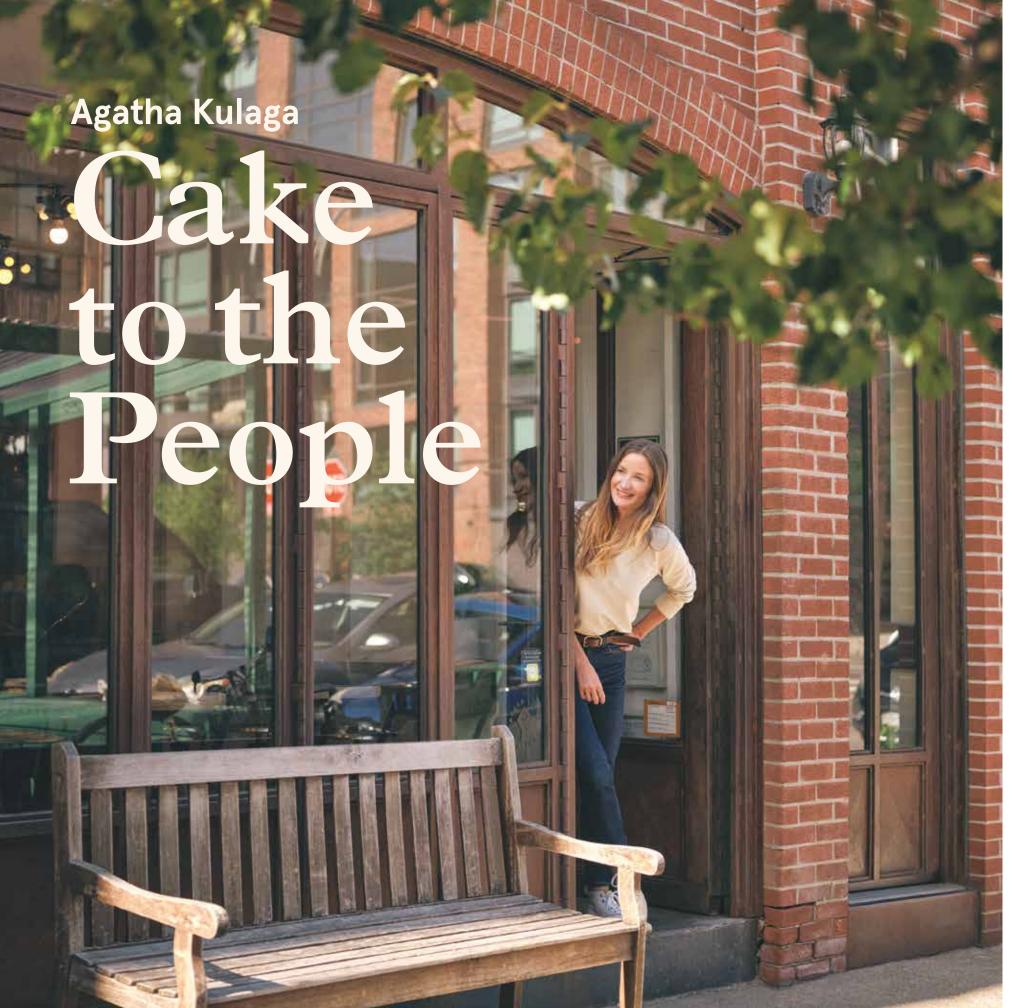












It started as a way to decompress. Agatha Kulaga would come home from the NYU School of Medicine's psychiatry department, where she worked as a Research Assistant, pull her hair into a ponytail, grab one of 15 aprons, and immediately begin baking.

At first, the recipes were nostalgic in nature: rosemary scones stuffed with black currants, like the ones her babcia ("grandmother," in Polish) grew in her garden. Soft, dense crumb cakes layered with creamy pistachio paste and chopped prunes — better known as "dried plums," to the squeamish — and a crunchy topping of buttery toasted nuts. "I used my chairs as counters for cooling," she says. "Small New York apartment."

Baking was a way to "reconnect with a lot of the women in my life. With all those joyful, comforting memories. And it let me release a lot of the stress that built up during the day." One throughline in all her favorites: a generous pinch of salt. "I don't really like sweet," she says. "That always surprises people."

As weeks and months passed, what began as a self-soothing ritual became externally directed. After a night of baking, a tupperware of warm cookies or a container of cake was not only something Agatha's coworkers and patients began to look forward to, but the subject of spirited speculation.

"People would always ask me — when are you going to start your own bakery?" she says. "And at first I kind of resisted the idea because the goal was never to bake cookies. The goal was always entrepreneurship. To make a meaningful impact on people. It's what brought me to psychology and social work in the first place."

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never to bake cookies. The goal was always entrepreneurship.
To make a meaningful impact on people.

Fast forward to 2010 when Ovenly officially launched — first baking out of rented wholesale kitchens in New York ("including a nightmare sublet," she says) before borrowing pizza ovens at nearby Paulie Gee's. And dear reader, on the off chance you just found yourself wondering, Aren't pizza ovens a little hot for most baked goods?, the answer is yes.

Undaunted, Agatha soldiered on, tinkering with recipes and delivering orders largely on foot in tiny baskets ("one red, one blue.") After two years of trial and error, and presumably thousands of mustard molasses cookies, Ovenly opened its doors at 31 Greenpoint Avenue with a chalkboard menu, a particularly sinister "Blackout Chocolate Cake" — and a goal. To spread a little joy to the neighborhood. "For me, it's always about joy."

One local cake convert and regular customer happened to be a social worker at Get Out Stay Out (GOSO) — a nonprofit committed to helping formerly incarcerated workers or people negatively impacted by an arrest record, stay out of the prison system.

"He worked closely with young men who were previously incarcerated," she says. "He was looking for companies that would help bring those folks on, find positions where they could be trained and potentially hired. I raised my hand."

44

He was looking for companies that would help bring those folks on, find positions where they could be trained and potentially hired.

I raised my hand.,,

Five million formerly incarcerated workers are living in the United States today, a staggering 27% of them are unemployed — compared to the national average of 3.6%. Structural barriers, like "formerly incarcerated" self identification on job applications and felony disclosure, contribute to the disparity. The result is a system of repeat release and

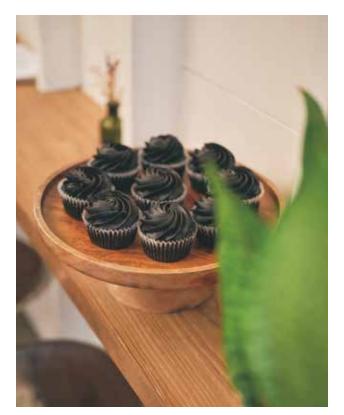
poverty, and the 600,000 people who transition from prison back into the community every year often find themselves shut out of the workforce.

"It's funny, but doing this work, I've learned what deep empathy really means," Agatha says. "And what it means to give people an opportunity to show who they really are by providing positive attention. People I used to work with were in incredibly challenging circumstances. With a little bit of positive attention, you can see a difference so quickly. Even with something as simple as a piece of cake."

Today, in addition to operating five locations across New York and Brooklyn — including two opened only a month apart during the height of the COVID-19 pandemic ("I must have been out of my mind," she laughs) — Ovenly partners with five laborcentric nonprofits to find and train the workforce in their kitchens and behind their counters: The Center for Employment Opportunities, Hot Bread Kitchen, Dried Change, Ansob Center for Refugees and GOSO,



The Ovenly team from left to right: Christine Guillen (Bakery General Manager), Trayvon Lofton (Porter/Prep), Agatha Kulaga (CEO and Co-Founder), Ben Loftus (General Manager), Kim McNally (Marketing Director), Dani Montpetit (General Manager).



Ovenly's signature Brooklyn Blackout Cupcakes.



Another satisfied customer enjoying a sweet treat courtesy of Ovenly.



Elaine Attino, Ovenly's Cake Lead, meticulously prepares a Vanilla Salted Caramel Cake.



Abraham Barron, Ovenly's Production Lead, boxes up customer orders.



Lemon Brown Butter Shortbread, a favorite of locals and customers nationwide.

"People always ask me, 'You really haven't read their resume? Aren't you worried?' And my answer is always the same. I can meet someone from Craigslist or a hiring website, and that person can be totally unpredictable and not work out, just like anyone else. My most positive hiring experiences to date have been with employees coming to me from these nonprofit organizations, because if you give them a chance, they're going to show you who they really are."

Agatha shares the story of an employee who started as a porter and quickly became integral to Ovenly's business operations. "I trust him with my life," she says fiercely. She means it. "He's been the go-to person for so many things for me, so many crises. During the pandemic we had a terrible flood, 32 inches of rain water in the facility. He was there every day, and we cleaned that place together. He literally rebuilt the business with us. I'm so grateful I get the opportunity to work with him."

Though unique, Ovenly's commitment to inclusive

hiring and labor practices isn't a story they market or advertise to their customers. "It's not like a slogan or something. What are we going to do, put it on the wall?" she jokes. "But when I tell people these stories they always say 'Wow, I liked your cookies before, but this just makes me want to go to the bakery even more.' Community support is an authentic part of our company fabric. It's who we are. It's not something we're doing for show or to sell more, and the customer sees and appreciates that."

Whether it's the rigid commitment to peoplecentric values or the neighborhoods' devotion to sea salt sprinkled peanut butter cookies (a flourless recipe that became a social media phenomenon during the pandemic flour shortage), something in Agatha's business strategy is clearly resonating. In a competitive market with no shortage of bakeries, Ovenly has avoided the quick-close story that plagues most New York bakeries. On September 16th, the company celebrates its twelfth birthday.

"I can't believe it's been twelve years," she says. "And the really amazing thing

44 I can't believe it's been twelve years

is that I still love it. I have conversations with other business owners whose companies have scaled hugely, way beyond Ovenly's scale, and I hear things like, 'Well, vou have to cut corners somewhere.' I don't cut corners. To me, as a business owner, the moment you cut corners is when you lose. That's when I don't want to run it anymore. Twelve years later, and I haven't cut a single corner. I'm still incredibly proud of what we've built."

We wonder: What if more businesses cut fewer corners — and more slabs of chocolate cake?

> To find out more, visit: www.oven.ly

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Celebrating a decade of "The Greatest Hoodie Ever Made."

Ten years ago, they told us it couldn't be done. That we'd never build a business with something as simple as a really great hoodie - made entirely in the USA, with materials grown, sewn, and spun a few miles from home. That American manufacturing was dying. That we were better off outsourcing. That we'd have to shut down in two years.

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See you in the next ten years.



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Go Under the Hood

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- · Custom rib cuffs, rib side panels
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- · Available in Men's and Women's



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- · Midweight cotton fleece
- Soft interior napping
- Regular fit
- · Available in Men's



A hoodie that feels like your favorite well-worn tee.

- · Lightweight tri-blend jersey
- · Cotton stretch fabric
- Heathered look
- Regular fit
- · Available in Men's and Women's



Feels like a textured blanket hugging your body.

- · Lightweight textured cotton waffle with stretch
- · Garment-dyed
- · Boxy fit
- · Available in Women's

Good days start with better basics.

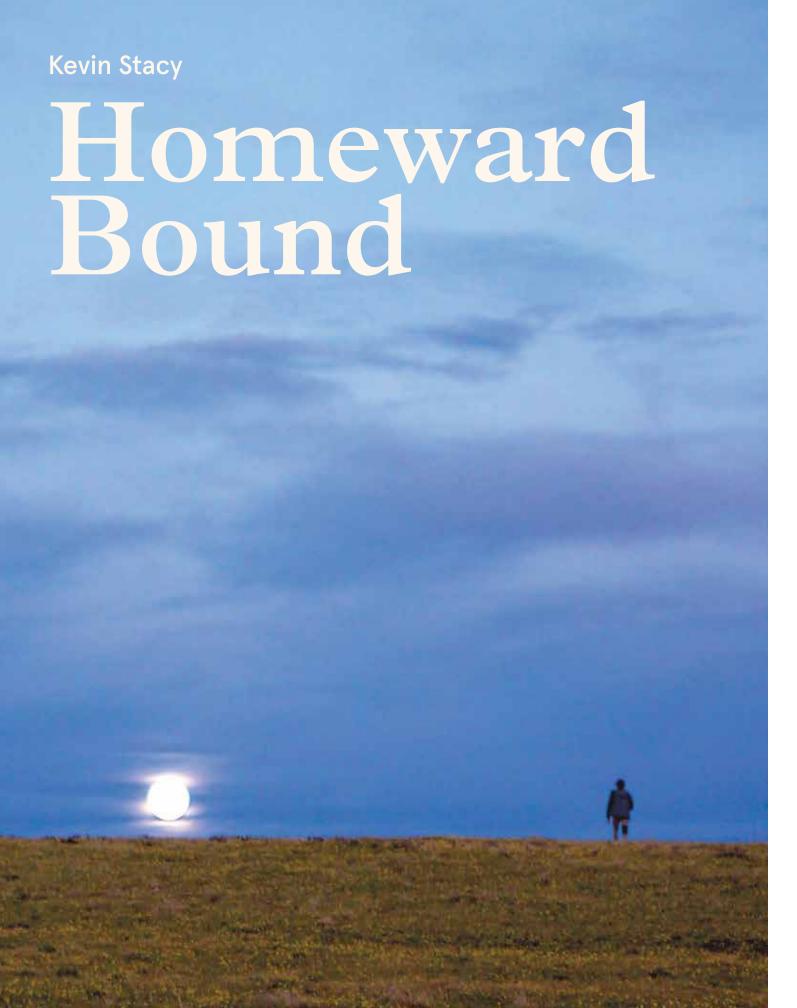


We crafted our Everyday Collection in our signature French terry to be a foundation for effortless style. Lightweight pieces seamlessly style with your wardrobe essentials for the things you do and the places you go every day.









"How do you live a life that's worthy of coming home when your friends don't?"

That's the question Kevin Stacy was grappling with eleven years ago, when he landed in the town of Bozeman, Montana, one historically cold February, seeking a two-week reset.

He'd come to Montana to stay with a friend, a SEAL he served with in 2003. "I'd just come off a command," says Kevin, then a MH-6M Little Bird pilot in the 160th Special Operations Aviation Regiment.

"I had about 300 soldiers and 270 families at the time, and we were deploying nonstop," he explains. "[My wife, Shannon, and I] had just had our son, but my house and my family were...well, we were roommates passing in the night. My friend suggested I visit and take a break, and everyone around me was immediately in agreement. I clearly needed one."

Together, the friends hiked.
They explored. They fished—
icicles glazing their lines like
cake frosting. One night, they
canoed to dinner. "The land
was just spectacular," says
Kevin of the Big Sky state.
"But it was the people that
really made an impression on
me."

He shares the story of losing a pair of expensive sunglasses in a school only to have them immediately returned by a young student. "And things like that just kept happening," Kevin says. "We'd go to places and talk to people, and my friend was chatting [with locals] like they were old friends. And I'd ask him, how do you know that person? And he'd say 'we just met."

One day, while tracking elk through the woods, Kevin's friend took off on the path ahead. "Suddenly I could feel silence," he says. "It was this absolutely powerful force of nature around me, and it made everything very still. It was a moment of clarity where I realized, this is it. I'm done with the military."

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Prior to the visit, Kevin had wrestled with staying with an organization he felt deeply connected to. "I loved the mission, my brothers and sisters I served with," he says. "I felt like I had a purpose there. But it was killing my family. And you can't talk to the chaplain—the guy who served for twenty years—about something like that."

Sharing emotion and processing experience isn't something veterans, and in particular Special Operations veterans, find themselves with resources (or adequate tools) to do inside the organization.

"[The military] wasn't going to do it, they aren't built for it," he says. "I thought—am I going to do this? I talked to my wife, told her I was done and that I wanted to find a way to help our friends."

His vision: Create a program to help people like him navigate the rough terrain of transition and reintegrate into civilian life. Opportunity arrived in the form of an extraordinary slice of real estate, situated on the Gallatin River and famously the site of the closing scene in Robert Redford's 1992 epic, *A River Runs Through It*.

"I couldn't get it out of my head after I saw it," says Kevin. "It was everything I was daydreaming about."

Over several years, Kevin and his wife Shannon collaborated with the family of James Roux, an Army JAG officer who served at Fort Bragg and victim of the September 11th attacks. "This family, they saw the need we wanted to address, and saw something they believed in," he says. "They helped us get the property and helped us make it what it is."

Today, The Station
Foundation—officially opened in 2011—operates on 20 acres of sprawling Montana wilderness. The facility itself is known, with affection, as "Base Camp Jimmy."

"If you're a rock climber or an alpinist you know that you set up a base camp, and from there you tackle the peaks," says Kevin. "So for us, Base Camp Jimmy is where we start. It's where we get grounded and from there, we climb."

Starting the ascent is not a small challenge. "Being that I was in Special Operations, I approach people today knowing how skeptical I was of help ten years ago," he explains. "I didn't want to be seen as a lost puppy. I wanted to be respected for what I did."

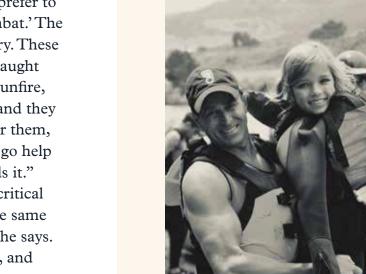
Even the suggestion of post traumatic stress disorder, "this idea that you're disordered because you went and did something your country asked you to do," doesn't sit well with the community. "We're not victims," says Kevin. "We're agents of our own choice. Maybe what we come home with isn't necessarily a

disorder but what I prefer to call, 'impacts of combat.' The reality of moral injury. These are people who are taught to run towards the gunfire, and they do it well, and they do it every night. For them, it's in their blood to go help somebody who needs it."

Language itself is a critical part of getting on the same page. "We're clear," he says. "You're not a quitter, and you're not a victim."

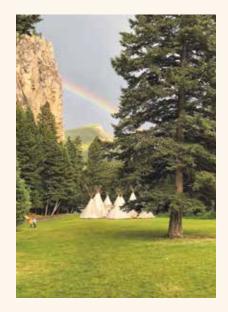
The Station's guests, selected via a process of applications and interviews ("We want to make sure we're a good fit for them, and not just them for us," he says), typically sign up for a 10–day stay in Montana. All trips are offered free for visitors and their families, funded entirely by donations and without government support. "We don't align ourselves with any particular unit or Department of Defense," Kevin explains. "There's no direct connection, even though we maintain great relationships."

The Station's processes are unique and, for many visitors, unexpected. "This isn't group therapy or sharing in a circle,"





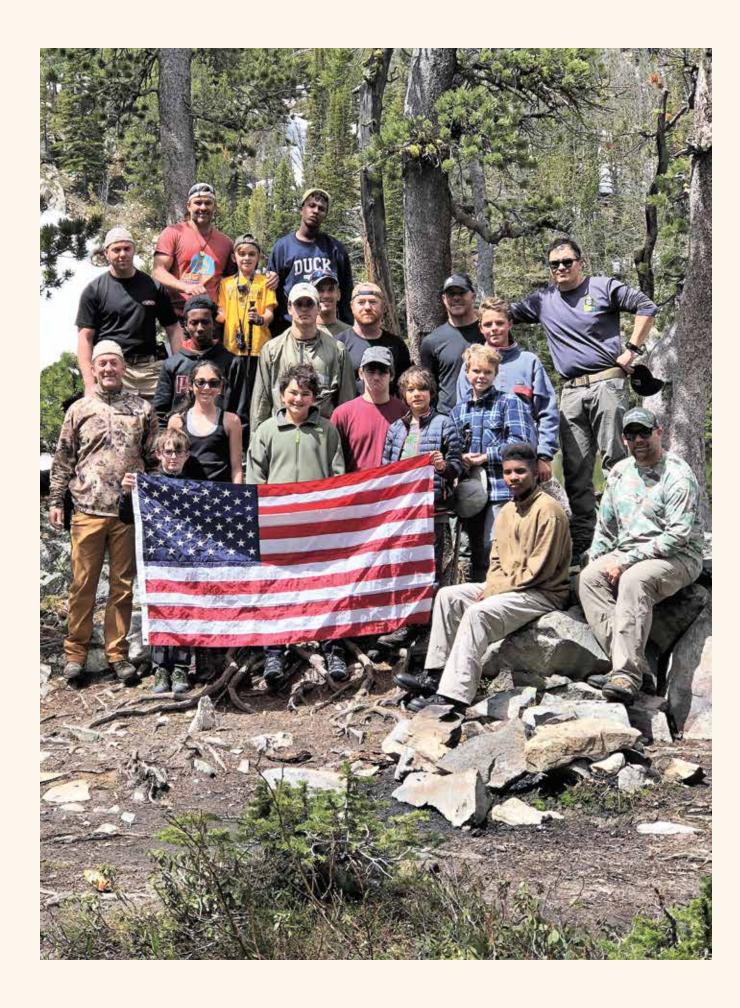








Opposite Page — Clockwise From Top Left: A Special Operations mentor poses with a Gold Star student during a whitewater rafting day. A close up of memorial rocks that participants carry with them during Honor Hikes. A rainbow paints the sky above Base Camp Jimmy. A student sports a three-day assault bag, the same used by SOF operators for use in combat. Kevin with his wife and kids. A group assembles after an overnight trek as part of the Gold Star Leadership training.



he says. "In most countries or cultures, they physically walk people back into their bodies and their communities and their families in a very tribal way. We rely on a lot of tradition and ritual because that's what makes sense to this community. It's about action, and it's more accessible than sitting in a group."

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Kevin gives the example of the Honor Hike. "You grab a backpack and get a rock, they come from the Gallatin," he says. "You silently walk the woods with your group along the trail. It weaves in and out of the forest, and you come to a large rock pile, piled with stones from men and women before you who have laid down a rock to honor what they carry home from combat," he says. "What we feel inside we carry,

emotionally and spiritually, but this is a way to turn that feeling into a physical event. When we get to the rock pile, we hike for one of our fallen. We pick somebody, and more often than not somebody in the group knows that person. At the top of the hill we celebrate the life that was taken from us. We sing. There's laughter and tears. It's a very raw experience, and it's the way our community understands healing. It's a chance to be reminded of how special and fragile life is, and a chance to share somebody's legacy so we're all better for it."

Other practices incorporate elements of the arts, including music, theater, or even ceramics. "One guy was like, 'I knew it,' when he came into the room," he laughs. "But it's fun because they trust us, and without trust these programs would never work." Often Kevin finds sharing his own experiences gives others permission to do so. "When I get vulnerable, that's where big things happen," he says. "I get excited. Man, when you start to see that, there's energy that's stirring around and

great things are happening."

Today, The Station operates three distinct programs, with its home base in Montana and shorter programs in Virginia Beach and Coronado. The total number of guests? "I stopped counting," he says. "But it's in the thousands."

The challenge now is finding staff to support demand. "We're in an unusual place for our growth," he says. "We have way more people applying than we can accommodate," he says. "I'd love to help people train the next community of elders, and show them that it's doable." He pauses. "It's not some inaccessible thing," he says. "We really do have the capacity to heal one another."

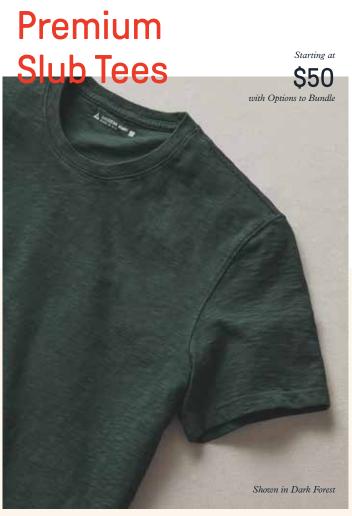
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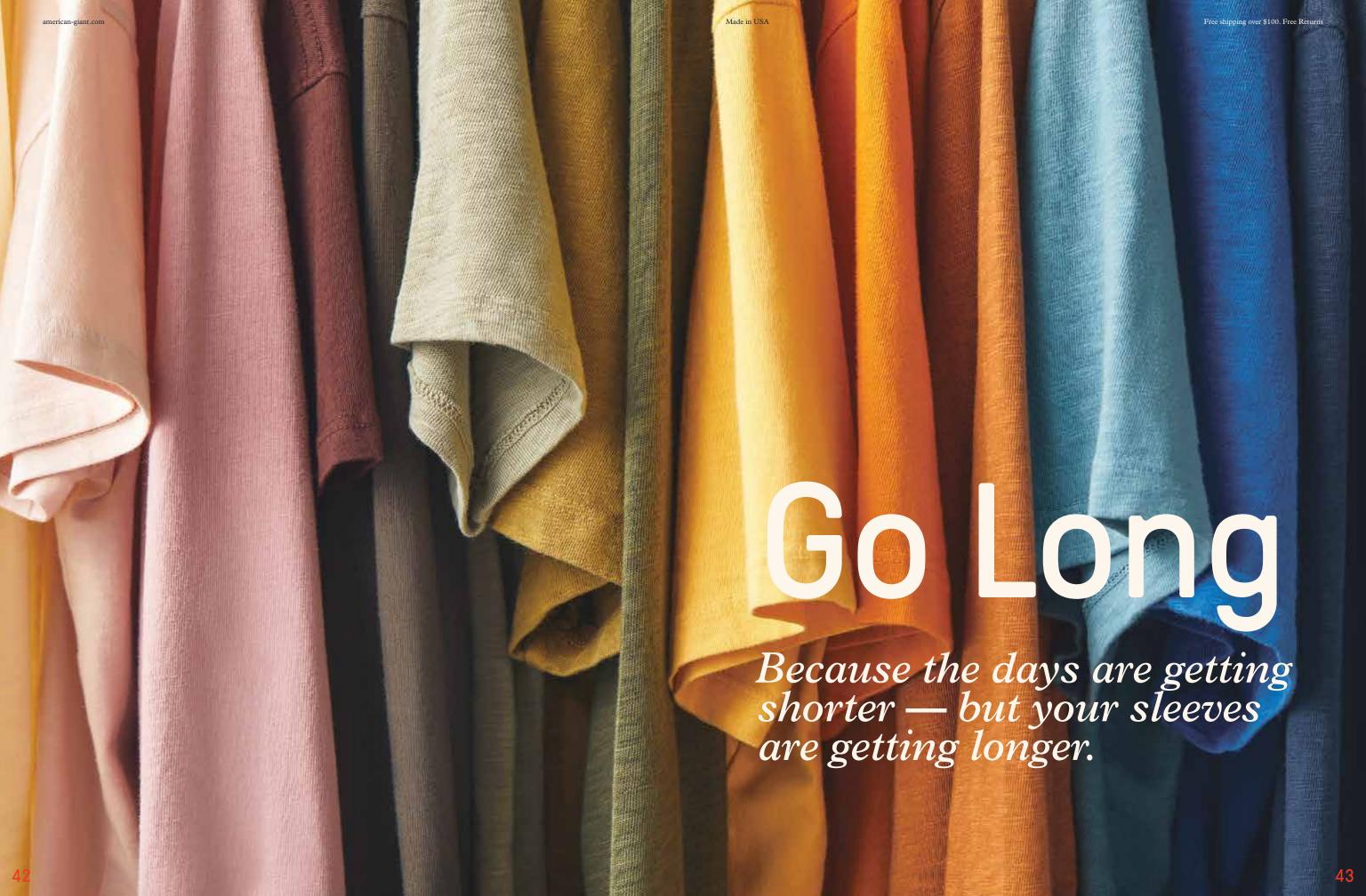
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1

The Errand Warrior

Add a baseball hat with a crew sweatshirt — and knock out five things on your to-do list.

Styled with:

Women's Everyday Crew Sweatshirt in Castle Wall | \$90

2

The Cool-down

Transition from downward-facing dog to post-workout smoothie without missing a beat.

Styled with

Women's Everyday Crew Sweatshirt in Black | \$90 Shop Beanie in Black | \$30

3

The Overdue Catchup

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