



a fresh  
look  
at

*Haband*

Creative Brand Positioning

2017 & Beyond

*Haband*

[Women's](#) | [Men's](#) | [Accessories](#) | [Home](#)

# *Haband*

Since 1925 Haband has been the  
“Headquarters for Savings” to over  
5 million customers across the country

& still growing!

The one thing you will always find at  
Haband is a great deal...guaranteed.

so let's take a fresh look!

# **Strategic Advantage**

What sets Haband apart from the rest?

let's take a look at our...

value

quality

trends

classics

customers

*Haband*

ACROSS ALL DIVISIONS

take a fresh look at our...

value

we offer more for less

Great  
Prices

Huge  
Deals

*Haband*



# online strategy...

weekly deals

eblasts

special sales

promotions

offers



move that inventory

Discover the Apple difference!

## Apple iPad2

Only \$199<sup>99</sup>

Order Now >>

Protective Case & Bluetooth Keyboard also available at a great price!

So many uses

- Browse the Internet
- Send email
- Read e-books
- Watch videos
- Listen to music
- Play games
- Take photos
- Shoot video

Slim profile

Beautiful display

Protect your iPad

Order Now >>

Protective Case & Bluetooth Keyboard

Only \$29<sup>99</sup>

### MIX-N-MATCH

## Travel Lite

5 NO-IRON PIECES

Starting at \$12<sup>99</sup> EACH

Stock Up & Save! >>

### Men's

SPRING PREVIEW 2017

# SALE

on all

POLOS | JEANS | SHOES

Shop Now >>

Discover the Apple difference!

## Apple iPad2

Genuine Apple® iPad 2 technology for less than you'd expect!

Only \$199<sup>99</sup> each

Order Now >>

WE HAVE YOUR SIZE!

Men's & Women's

ALL SIZES

## ONE LOW PRICE

Discover & ready to ship!

<p>18 OFF</p> <p>MARK ONLY</p> <p>\$16<sup>99</sup></p> <p>REGULAR \$24<sup>99</sup></p> <p>Order Now &gt;&gt;</p>	<p>15 OFF</p> <p>MARK ONLY</p> <p>\$12<sup>99</sup></p> <p>REGULAR \$18<sup>99</sup></p> <p>Order Now &gt;&gt;</p>
<p>17 OFF</p> <p>MARK ONLY</p> <p>\$12<sup>99</sup></p> <p>REGULAR \$19<sup>99</sup></p> <p>Order Now &gt;&gt;</p>	<p>15 OFF</p> <p>MARK ONLY</p> <p>\$12<sup>99</sup></p> <p>REGULAR \$19<sup>99</sup></p> <p>Order Now &gt;&gt;</p>
<p>17 OFF</p> <p>MARK ONLY</p> <p>\$14<sup>99</sup></p> <p>REGULAR \$21<sup>99</sup></p> <p>Order Now &gt;&gt;</p>	<p>16 OFF</p> <p>MARK ONLY</p> <p>\$7<sup>99</sup></p> <p>REGULAR \$14<sup>99</sup></p> <p>Order Now &gt;&gt;</p>

ALL SIZES

## ONE LOW PRICE

Men's & Women's

<p>17 OFF</p> <p>MARK ONLY</p> <p>\$9<sup>99</sup></p> <p>REGULAR \$16<sup>99</sup></p> <p>Order Now &gt;&gt;</p>	<p>19 OFF</p> <p>MARK ONLY</p> <p>\$9<sup>99</sup></p> <p>REGULAR \$18<sup>99</sup></p> <p>Order Now &gt;&gt;</p>
<p>16 OFF</p> <p>MARK ONLY</p> <p>\$9<sup>99</sup></p> <p>REGULAR \$15<sup>99</sup></p> <p>Order Now &gt;&gt;</p>	<p>17 OFF</p> <p>MARK ONLY</p> <p>\$9<sup>99</sup></p> <p>REGULAR \$16<sup>99</sup></p> <p>Order Now &gt;&gt;</p>
<p>15 OFF</p> <p>MARK ONLY</p> <p>\$12<sup>99</sup></p> <p>REGULAR \$19<sup>99</sup></p> <p>Order Now &gt;&gt;</p>	<p>17 OFF</p> <p>MARK ONLY</p> <p>\$7<sup>99</sup></p> <p>REGULAR \$14<sup>99</sup></p> <p>Order Now &gt;&gt;</p>

ALL SIZES

## ONE LOW PRICE

Men's & Women's

15 Products at LOW PRICES for a Limited Time!

ONLINE ONLY

## WEEKLY DEALS

TODAY'S FEATURED DEAL ENDS MARCH 11<sup>TH</sup>\*\*\*

WOMEN'S HAT, SCARF & MITTENS

Only \$6 OFF

Regularly \$16.99

Only \$12<sup>99</sup> each

Order Now >>

GREAT Spring DEALS

Beautiful & Comfy

- 3 Beautiful Colors!
- Ultra Soft Cotton!

PRICES WON'T LAST! LIMITED TIME!

SHOP ALL OUR WEEKLY DEALS >>

**SIMILAR SEEN ON TV**



*Better than anything you own!*

**COPPER-INSUFUSED CERAMIC COOKWEAR**



- Goes from stove top right into the oven!
- Coating won't chip, peel or flake!
- Never needs polishing!

Starting at just **\$12.99** EACH >>

*Semi-Annual Sheet*

**SALE**



Select Styles **\$14.99** PER SET **Shop Sale Now >>**  
STARTING AS LOW AS

**ALL SHEET SETS ON SALE**

**Overstock**

**BOOT BLOWOUT**

*In-stock & ready to ship!*

**\$10 OFF!** Men's Ice House® Duck Boots with DU-PONT™ Premium Inlay **EMAIL ONLY**



**\$29.99** per pair ~~Reg. \$39.99~~  
Order Now >>

Women's Sno Country® Suede Boots **50% OFF!** **EMAIL ONLY**



**\$19.99** per pair ~~Reg. \$39.99~~  
Order Now >>

Men's Teton® Duck Boots **60% OFF!** **EMAIL ONLY**



**\$19.99** per pair ~~Reg. \$49.99~~  
Order Now >>

Men's Teton® Ankle Boots **50% OFF!**



**\$16.99** per pair ~~Reg. \$33.99~~  
Order Now >>

Women's Teton® Casual Climber Boots **\$16 OFF!** **EMAIL ONLY**



**\$24.99** per pair ~~Reg. \$40.99~~  
Order Now >>

Men's Dr. Scholl's® Leather Boots **\$10 OFF!** **EMAIL ONLY**



**\$39.99** per pair ~~Reg. \$49.99~~  
Order Now >>

Women's Rain Dancer® Collar Boots **\$5 OFF!** **EMAIL ONLY**



**\$24.99** per pair ~~Reg. \$29.99~~  
Order Now >>

Men's Ice House® Lightweight Boot **\$5 OFF!**



**\$29.99** per pair ~~Reg. \$34.99~~  
Order Now >>

Women's Double-Zip Boots **\$15 OFF!** **EMAIL ONLY**



**\$34.99** per pair ~~Reg. \$49.99~~  
Order Now >>

**Spring is here!**

Includes Biodegradable Pots, Soil & Seeds! **Grow your own fruits & vegetables!**

*We have everything you need >>*

**Rainbow Bell Peppers** **Best Seller!**



**\$14.99** each ~~Reg. \$19.99~~  
SET OF 6  
Order Now >>

**Cucumber Vine** **1 foot long!**



**\$14.99** each ~~Reg. \$19.99~~  
SET OF 6  
Order Now >>

**So juicy!** **Giant Tomato Tree** SET OF 6



**\$14.99** each ~~Reg. \$19.99~~  
Order Now >>

**Climbing Spinach** **Grows Quickly!**



**\$14.99** each ~~Reg. \$19.99~~  
SET OF 6  
Order Now >>

**Zucchini Squash** **Great Price!**



**\$14.99** each ~~Reg. \$19.99~~  
SET OF 6  
Order Now >>

**So Big!** **Super Steak Tomato** SET OF 6 **2lbs.**



**\$14.99** each ~~Reg. \$19.99~~  
Order Now >>

*Shop more varieties now >>*

take a fresh look at our...

Wow!  
60 DAYS OF  
KNIT TEES

BUY 3  
**\$6.99**  
each

Shop Now >>

**mix-n-match**

5 STYLES 12 COLORS

3/4 Sleeve V-Neck Crew Neck Mockneck Sleeveless




UNLIMITED POSSIBILITIES!



Shop all styles now >>

COMFORT AT HOME OR ON THE GO!

Casual Joe **FLEECE**

BUY 2 FOR ONLY

FULL-ZIP FLEECE Shirts **\$14.99** each  
Reg. \$16.99 >>

FLEECE CARGO Pants **\$15.99** each  
Reg. \$17.99 >>

FLEECE CARGO Shorts **\$14.99** each  
Reg. \$16.99 >>

Super comfortable!  
Super easy!




**SO SOFT!**

Wear Now 2017

**Haband**  
Style, Comfort & Value!

We have your size!  
Misses, Pluses & Women's

**2 free gifts!**

115 styles \$20 UNDER

first look  
at our new fashions



Call 1.800.742.2263 or Shop Anytime @ Haband.com

**YOU'RE PRE-APPROVED! SHOP NOW, PAY LATER!**

MEN'S **HABAND**  
QUALITY & COMFORT

Early Spring 2017

**FREE 3-PC. GIFT COLLECTION!**

NEW STILL

**SPRING START-UP EVENT**



Call 1.800.742.2263 or Shop Anytime @ Haband.com

**YOU'RE PRE-APPROVED! SHOP NOW, PAY LATER!**

online catalog strategy...creating exposure

*Haband*

take a fresh look at our...

quality

value + quality = happy customer

100%  
Cotton

Soft &  
Comfy

*Haband*





Flattering  
Fabric



Chic



100%  
Leather



Casual

Soft &  
Durable





Home



We have all your home needs

take a fresh look at our...

trends

#sneek peeks #what's hot



Stylish

Sexy

*Haband*

A close-up photograph of a person's waist and hips wearing light blue, textured trousers. The person's right hand is tucked into the right pocket. A white circular callout with a thin black border is positioned over the waistband area, containing the text "Great Fit". The trousers feature a visible waistband with a brass-colored button, and the fabric has a fine, woven texture. The background is a plain, light color.

Great  
Fit



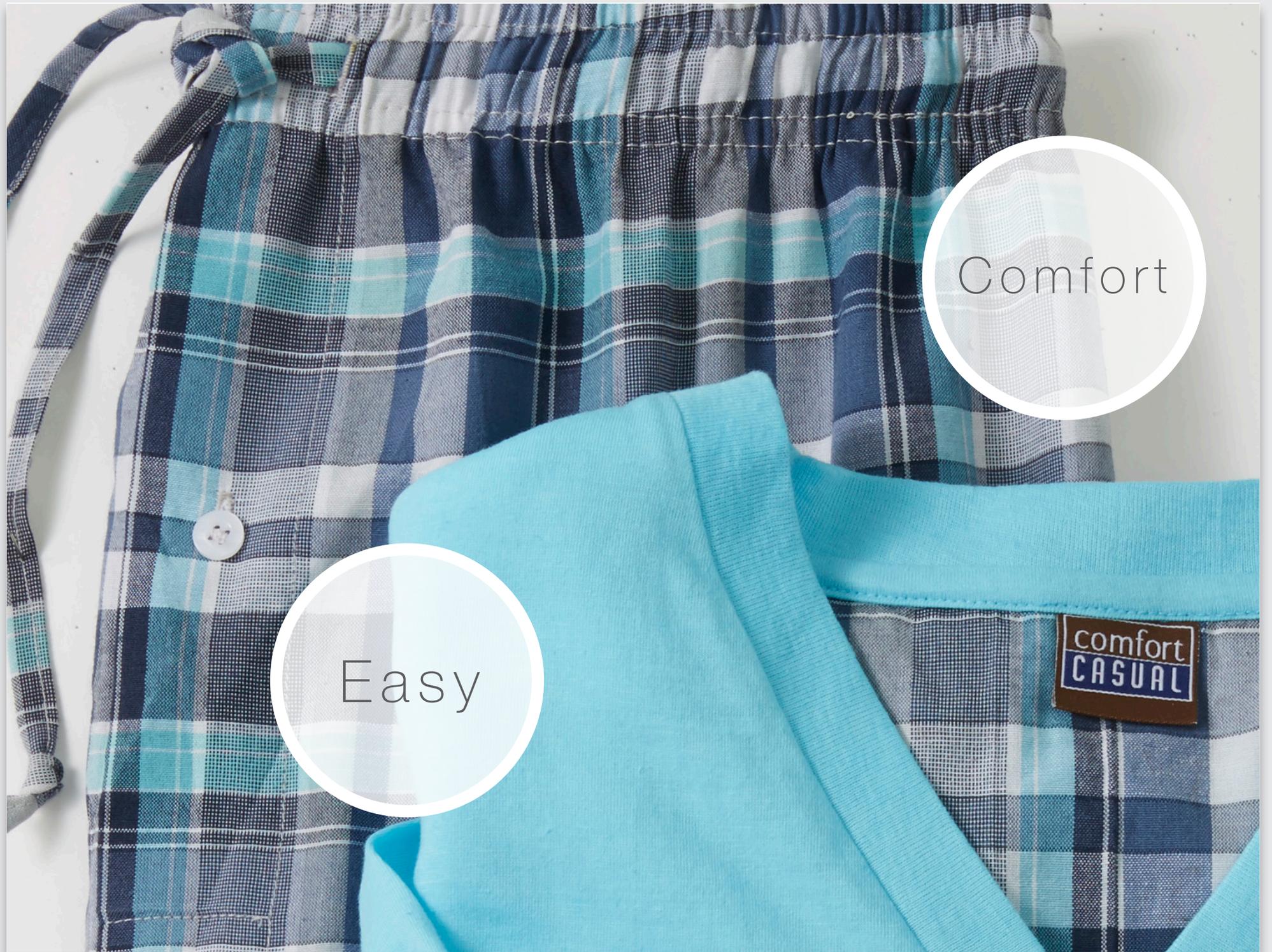
Sweet  
Details



Fun  
Looks

Brand  
Names





Comfort

Easy

comfort  
CASUAL



take a fresh look at our...

# classics

revisiting what works

Casual

Timeless

*Haband*





Comfort



Variety



Intimate  
Apparel



Accessories

take a fresh look at our...

customers

creating a buzz



Reaching  
Out

Checking  
In

*Haband*




maintaining a healthy online ecosystem



Pinterest · The world's catalog of ideas

Architecture  
Art  
Design  
DIY and crafts  
Education  
Food and drink  
Gardening  
Hair and beauty  
Health and fitness  
Home decor  
Kids and parenting  
Men's fashion  
Outdoors  
Photography  
Quotes  
Tattoos  
Technology  
Travel  
Weddings  
Women's fashion

## Vintage Haband Ties

It all started with our ties. We no longer sell them but know our customers enjoy them and we love seeing them!

79 Pins 188 Followers

Skinny ties Green bow tie Novelty print Swings Western cowboy Neckties Men ties 1940s Red Vintage clip

Vintage Haband Ties Long War >  
1970s Wide Red & Blue Polyester Tie  
See More

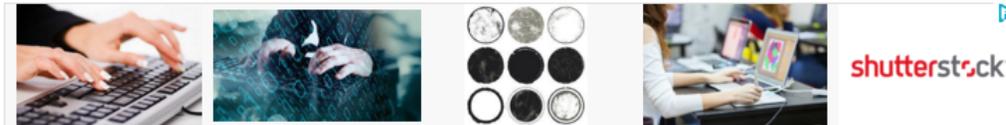
Orange Mens Orange Tie Gr >  
Haband's 1970s Funky Green and Orange Tie  
See More

White Geometric Tie Uomo ITA F >  
Amazing Vintage Tie! UOMO ITALY FOR HABAND Rich Navy Red White Geometric Tie Vtg RARE Slimm Skinny #NeckTie  
See More



## Popular tweets for hashtag, #haband

Browse tweets tagged with the following topic, haband.



**MeanCoupons**

Haband Coupon Free Mystery Gift. Click here: <https://t.co/2IEV5oZjcC>

22 hours ago / 0 Retweets / 0 Likes



*Haband*

take a  
fresh look  
at why we  
love

*Haband*

Creative Brand Positioning

2017 & Beyond

