

# THE WWD 100

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A WOMEN'S WEAR DAILY SPECIAL REPORT • JULY 2005

What are the fashion names America knows best?  
From Abercrombie & Fitch to Wrangler, here is WWD's  
eighth annual survey of consumer brand awareness.

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## JORDACHE

**Product:** Jeanswear, licensing.

**Volume:** \$500 million (est.)

**Owner:** Jordache Enterprises  
New York, NY



As it closes out its 25th-anniversary year, Jordache is making headway in its campaign to recapture the popularity it enjoyed in the early Eighties. Jordache crept up eight spots from 57 in last year's survey and recently introduced a premium line of jeans inspired by the classic Jordache look. An ad campaign shot by fashion photographer Patrick Demarchelier and featuring Brittany Murphy will give a new look to the traditional horse head logo and should appeal to a retro-craving consumer. The ads will hit national publications beginning this fall and run through next spring. The brand has survived through the years by broadening beyond jeans. Jordache Enterprises Inc. controls labels such as Fubu Ladies and Kids, Gasoline and U.S. Polo Association.