

# CINCH<sup>®</sup>

## JEANS & SHIRTS

### Blazing the Trail for Western Wear

SINCE THE BRAND LAUNCH IN 1996, CINCH JEANS AND SHIRTS HAVE BEEN AN INNOVATOR AND MARKET DISRUPTOR IN THE WESTERN CLOTHING INDUSTRY. THE CINCH CLOTHING BRAND FILLS A NEED FOR QUALITY, PERFORMANCE-READY JEANS AND SHIRTS FOR THE WESTERN ENTHUSIAST BOTH IN AND OUT OF THE ARENA.

**O**ur unique designs and reputation make CINCH Jeans and Shirts the number one choice for those who live and breathe the western way of life. Similarly, NRHA is a revolutionary force in the western performance horse industry, while still maintaining a family-oriented atmosphere.

We are inspired by the attitude and values of the western lifestyle – adventurous, competitive and confident. These standards have led us to our motto: “Lead, Don’t Follow<sup>®</sup>.”

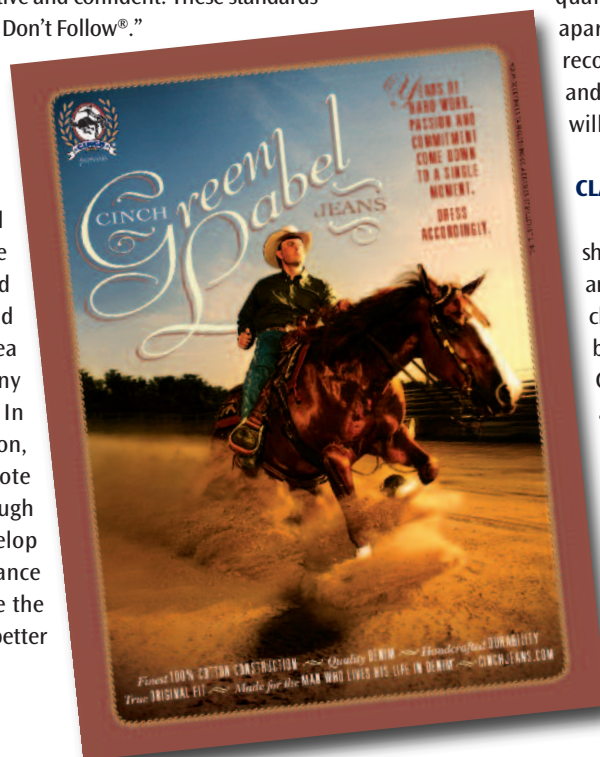
In our 20-year partnership with NRHA, our customers and members have increased alongside one another. Over the years, CINCH Jeans and Shirts have proudly endorsed legendary members of the NRHA, such as: Bob Avila, Ted Robinson, Jordan Larson, Todd Bergen, Casey Deary, Andrea Fappani, Craig Schmersal, Dany Tremblay and Matt Mills. In congruence with NRHA’s mission, CINCH is proud to promote agriculture and ranching through reining horse shows, to develop proper standards of performance and judging, and to encourage the development and breeding of better

reining horses. Additionally, we are proud to be partners with all aspects of the NRHA, including the youth association, regional affiliates and premier events.

CINCH Jeans and Shirts are made to move with you and hold up in the practice pen or show arena even during the most explosive reining maneuvers. The functionality, durability and quality of our jeans and shirts have set us apart from the beginning. CINCH is widely recognized for the unique prints, patterns and designs on our shirts, which ensure one will stand out against the competition.

#### CLASSIC FIT SHIRTS

In the western clothing universe, CINCH shirts are known for their fit, superior quality and unique designs. We bring character and classic styling details, such as dye-to-match buttons, and contrast cuffs and collars. CINCH Classic Fit shirts are made with motion and mobility in mind — featuring a fuller body, and longer sleeves and tails than the average western shirt. When compared to other brands, many customers go down a size in our shirts. We set the standard for forward-thinking fashion in the western clothing industry with our innovative shirt designs.





### MODERN FIT SHIRTS

CINCH Modern Fit shirts come in snap front western styles, hidden button-down collars, stretch poplin fabric and traditional western style yokes. These shirts are perfect for someone looking for a shirt that is more tailored through the body, while still offering longer tails and sleeves. Our CINCH Modern Fit shirts fit more true-to-size, with less bunching in the midsection.

### CINCH OUTERWEAR

Our first outerwear styles that made a splash in the western clothing industry were our down jackets and vests. After the initial success of our CINCH Outerwear line, we added hoodies, wind jackets and the essential denim jacket. In 2010, we introduced our first bonded jacket, which propelled our outerwear success even further. The originality of our brand is reflected in our outerwear line with bold contrast colors and patterns.

We create revolutionary features when it comes to outerwear functionality, such as reversible styles, detachable hoods, packable jackets, cell phone pockets and concealed carry features. Currently, we offer a variety of vests and jackets in different fabrics and weight combinations. The success of our

concealed carry jackets and vests has since become unprecedented. CINCH outerwear collections will continue to combine bold fashion-forward styles with superior functionality.

### CINCH LADIES

Following a track record of success with our men's CINCH western clothing line, we introduced CINCH Ladies clothing in the summer of 2015.

Our CINCH Ladies line includes the same unique in-house designs we are known for, but with a woman's body in mind. Our shirts have longer sleeves and tails, are tailored through the waist and feature both snap-front and button-up styles. We offer paisley designs, prints, solids and plaids that are always stylish and perfect for performance. In addition to our ladies western shirts, we have four jean fits — ranging from slim to relaxed — including: Ada, Jenna, and Kylie, all of which are suited for life in and out of the saddle. Twice yearly, we also release a ladies athletic line that features a variety of tops, pullovers, hoodies and leggings.

### JEANS

CINCH Jeans began more than 20 years ago with a pure and authentic vision to provide cowboys with comfortable and functional jeans. Whether you're full speed into a sliding stop, roping calves or simply living with genuine passion for the western way of life, our jeans fit seamlessly.

That vision lives on today. The "Lead, Don't Follow®" attitude of our original brand advocates and loyal customers catapulted CINCH Jeans into a competitive business. In a market saturated with traditional, tight western jeans, the CINCH brand saw an opportunity to merge function with comfort through its first jean fit, the Green Label.

Over the years, we've developed a variety of fits on the feedback of our customers, partners and endorsees. All together, we currently manufacture 12 fits to accommodate different body types, comfort levels, style preferences and performance needs. These fits include: Green Label, Bronze Label, Silver Label, White Label, Dooley, Black Label, Blue Label, Black Label 2.0, Carter, Ian, Grant, and Sawyer — ranging from fashion-forward slim fits, to functional loose fits. Reiners need durable jeans that stand up to rigorous activity in and out of the arena and you can rest assured that CINCH Jeans has you covered.

CINCH Jeans and Shirts will continue to be a brand that pushes the limits, innovates, focuses on quality and functionality, creates original western clothing for folks who live and breathe the western lifestyle, and partner with revolutionary forces in the performance equine industry for generations to come. ♦

