



Celebrating **110** **YEARS**

**OF CUSTOMER
FRIENDSHIPS!**

We're putting on
PARTY hats and
taking a look back.

In 1910, with **WHOLESOME**
hometown beginnings and
HONEST VALUES, we began
with one goal: to treat our
customers as we treat our
FRIENDS. For over a century,
we've done that – by offering
RELIABLE, QUALITY clothing
for the **YOUNG AT HEART**.

It's all because of you.

**HERE'S TO YOU AND TO
MANY MORE YEARS AHEAD!**



BUILDING FRIENDSHIPS, ONE CUSTOMER AT A TIME



'50s

Hey Good Lookin' 🎵
Mail-order flyers in brilliant hues promoted fashionable styles, featuring new fabric technology and unbeatable prices.

'60s

🎵 **I'm a Believer**
Comfortable, fun-loving clothes were the rage. We made shopping for them easy and affordable.



'70s

🎵 **Dancing Queen**
Customers loved our mix & match pieces and cool colors almost as much as they loved the wide-leg bottoms of the disco era.



'80s

🎵 **The Look**
Designer styles were in! Our customers appreciated the trendy-looking, reasonably priced outfits we offered.



'90s

🎵 **Unforgettable**
John Blair began catalog tests in 1919. In 1993, the world of catalog shopping caught up with his forward-thinking ways and the business took off.



It was 1910. People sat on their **FRONT PORCH** in Warren, PA, greeting each other **BY NAME**. With **SMALL TOWN** values at heart, John L. Blair followed suit, addressing customers by name and building **FRIENDSHIPS** – through the mail. In the Great Depression, our new friends came to us for **EASY, AFFORDABLE SHOPPING**. In 1947, the iconic Blair clock was placed in the **TOWN SQUARE**, where it still stands today.

JOIN US AS WE TAKE A LOOK AT
THE DECADES THAT FOLLOW!



BLAIR®

SPRING MIX 2020



the must-have
SALE
is on NOW!

180+ NEW PICKS
for your spring style mix

FREE SHIPPING
ON ORDERS OF \$29 +
Use promo code **BLKAP**
one-time fee delivery
Good through 4/30/20

NEW MARKDOWNS UP TO **60% OFF!**

2020s

Adore You 🎵
OUR ICONIC FLEECE JACKET
The most popular style in Blair history continues to rise to the **#1** spot, year after year. Customers wear it everywhere and in **so many colors!**

Join our 110th celebration
@BLAIR.COM/ Anniversary

2000s

🎵 **Beautiful**
We joined the world wide web with our online store. Shopping has never been the same! It's easier than ever at **BLAIR.COM**.



2010s

🎵 **Perfect**
Alongside the web, our catalog business continued to grow. We took approx. 11 million phone calls in 2010 – our 100th year in business.