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Leifsdottir to Open First Retail Store

Beginning in May, Philadelphians will have the convenience of having a Leifsdottir retail store in their backyard. Currently the URBN Inc. brand Leifsdottir can be found in various upscale department stores throughout the United States.

Brand sales have been steadily increasing as the line continues to mature. Now with retail stores selling only Leifsdottir products, it is predicted sales will continue to increase at an increasing rate.

President of URBN Inc. Glen T. Senk stated, "We are pleased to be offering the same unique environment to Leifsdottir customers as we currently do to customers of our other brands. With a retail store, the brand will be able to grow into its own identity and attract an even wider customer base."

The Philadelphia store will be opening in late May, with plans for five other stores to open throughout 2010. New York City, Chicago, San Francisco, Houston and Los Angeles will be the first cities to unveil Leifsdottir retail stores.

The brand will continue to be sold in department stores, but marketing efforts will begin to focus more on brand store sales in the coming months.

Eventually, the company hopes to establish the brand enough to open up online and catalog sales as it has successfully done with other brands owned by the company. *

Fourth Quarter Sales Up

Urban Outfitters, Inc. (Nasdaq:URBN), a leading lifestyle specialty retail company operating under the Anthropologie, Free People, Leifsdottir, Terrain and Urban Outfitters brands, today announced record earnings of \$78 million and \$220 million for the fourth quarter and year ended January 31, 2010, respectively. Earnings per diluted share were \$0.45 for the quarter and \$1.28 for the year.

As stated in the Company's previous sales release on February 4, 2010, total Company sales for the fourth quarter reached a record \$589 million, an increase of 16% over the comparable quarter last year. Comparable retail segment sales, which include our direct-to-consumer channels, increased 9% for the quarter. Comparable store sales rose 10% and 11% at Anthropologie and Free People, respectively and were flat at Urban Outfitters, for a combined comparable store sales increase of 4%. Direct-to-consumer sales surged 28% reflecting strong growth across all brands and wholesale sales continued to improve as compared to previous quarterly trends, down 2% versus the same quarter last year. Total Company net sales for the year ended January 31, 2010 increased 6%, to a record \$1.9 billion. *

New Trends for Summer 2010

Jumpsuits & playsuits

Every so often, one-piece styles of clothing have a revival. What started with bodysuits and leotards is now becoming a fully-fledged trend towards jumpsuits, playsuits, and rompers. As a unique style for Spring 2010, they won't be for everyone, but they will offer more options than you'd think.

Military fashion

If you've kept a keen eye on past year's fashion trends military fashion will be nothing new to you. Yet, after two years of being the dominant fashion trend, fashionable military clothing is evolving. Gone are the ostentatious reproductions of 18th and 19th century military uniforms. What replaces them though? Military construction with a feminine twist.

Patterned & printed pants

No longer must we stick to boring block colors on our lower half, for all varieties of printed pants have made their way onto the spring runways. Whether floral, striped, abstract, bold or subdued... patterns on pants are giving us new bold wardrobe options for the warmer months.

See-through and sheer fabrics trend

In Spring and Summer fashion tends to get a little more revealing; we blame it on the heat, and one's desire to show off. So in 2010 turn to the sheer / see-through trend to keep you cool yet sexy. 2010's sheer pieces are a mixture of the soft and feminine, to the opposite extremes of the hardcore sex-kitten.



From the Blogs...



Anna Apse is our women's trend strategist, which means she forecasts and collects trends for our buyers and designers. She's also supremely well-heeled—meaning that, whether it's a pair of worn-in moccasins or towering wedges, Anna's always wearing great shoes. Here, she gives us her take on what's in store for this spring's biggest trends in footwear.

Who are your favorite clothing designers?

At the moment, Hannah MacGibbon for Chloé, Lazaro Hernandez and Jack McCollough for Proenza Schouler, and Eviana Hartman for Bodkin. My all-time is Karl Lagerfeld.

Who are your favorite shoe designers?

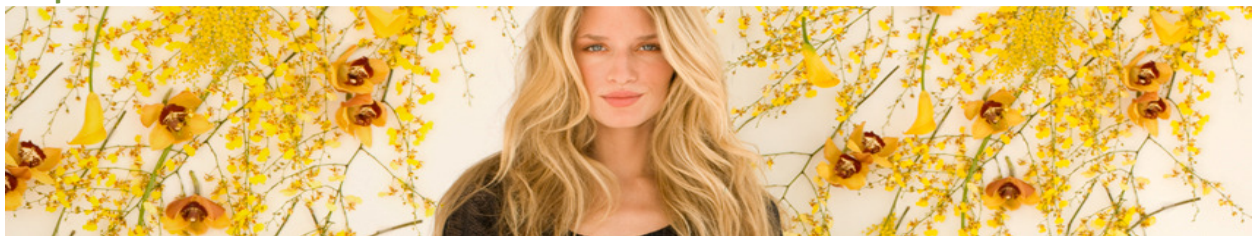
Currently Alexander Wang, Acne and Rachel Comey.

What big shoe trends do you see for spring?

Socks and sandals—it's coming for you. Platform sandals. Clogs, obviously.

Visit the UO Blog for more.

Inspiration from URBN



Every man and woman is born into the world to do something unique and something distinctive and if he or she does not do it, it will never be done

-Benjamin E. Mays



TRUDY NELSON

Employee of the Month

Our assistant catalog stylist Trudy Nelson has a crush on Jimmy Stewart, makes Jesus T-shirts and likes the idea of a utilitarian wardrobe. Here's a glimpse of her inspiration and influences.

Where did you grow up?

I grew up in a very small town called Lodi, Ohio. It's situated in the North Eastern part of the state near Akron- home of Goodyear tires. and Devo.

What is your job at UO and what do you do?

I am Urban's Assistant Catalog Stylist—my job in a nutshell is to work with UO's stylist to determine concepts and wardrobe for each catalog and lookbook. The job is about 50 percent hands-on-styling the outfits for whichever catalog or project we're working on, or assisting on location at the photoshoots- and the other half is spent collecting inspiration and research by looking at blogs, magazines, movies and books. I work with some pretty amazing, creative and smart people and it's a lot of fun.

If you were headed to a costume ball, what would you wear?

I'm not sure...costumes stress me out! But in a imaginary world maybe one of the Couture Star Wars dresses that Irving Penn shot for Vogue in 1999? So cool. Or maybe Jennifer Connelly's sweet '80 ballgown and mask from Labyrinth!

What do you never leave home without?

I can't answer this question truthfully because I always forget something! But I try to remember: keys, phone, wallet... keys, phone wallet... keys, phone, wallet. I'm getting better about it, but I once locked myself out of my house twice in the same day.

Who is your fashion inspiration?

Probably Erin Wasson. She always looks so cool. In one interview she said, "I really like the idea of being utilitarian. My dream is to edit down my wardrobe and be very Japanese, where you have one rolling rack and it's like your four T-shirts, your five dresses, your two pairs of jeans." Oh, if only it were that easy...

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