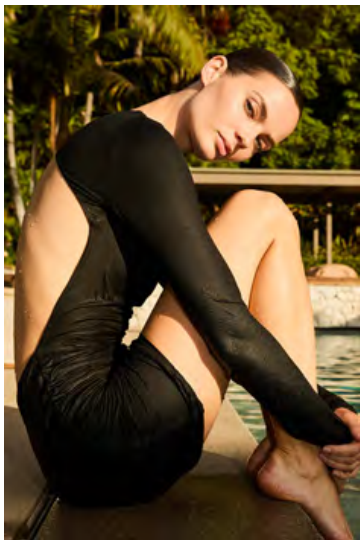
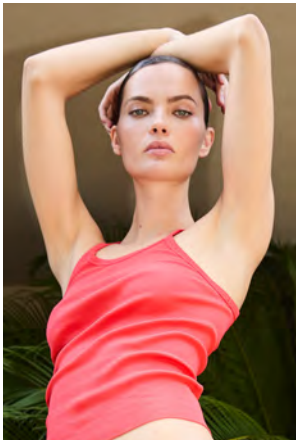


ART DIRECTION / ÉTERNE SPRING 25 LIFESTYLE



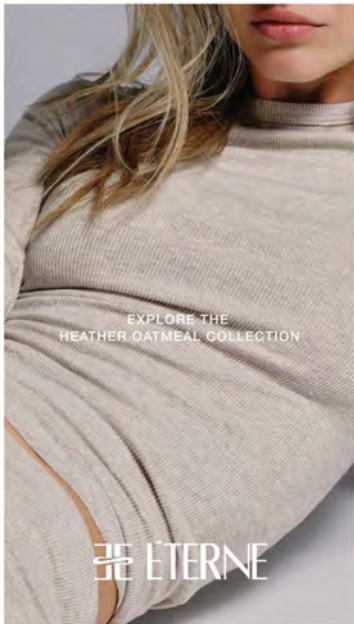
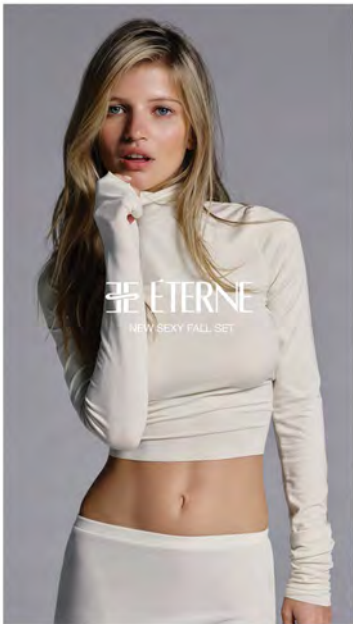
ART DIRECTION / ÉTERNE SUMMER 25 E-COMMERCE



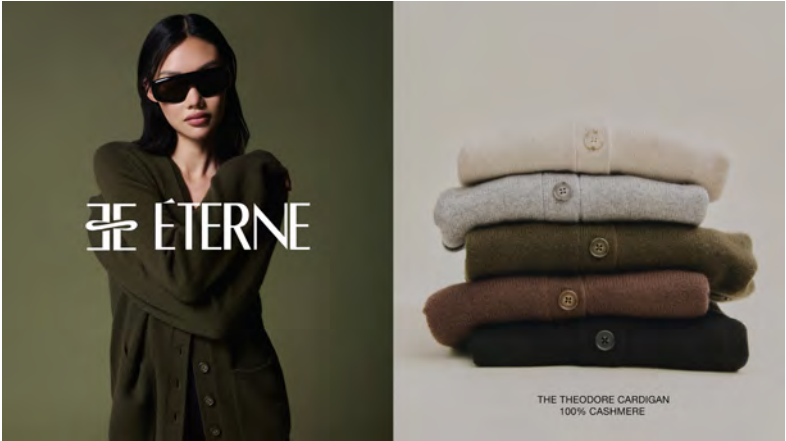
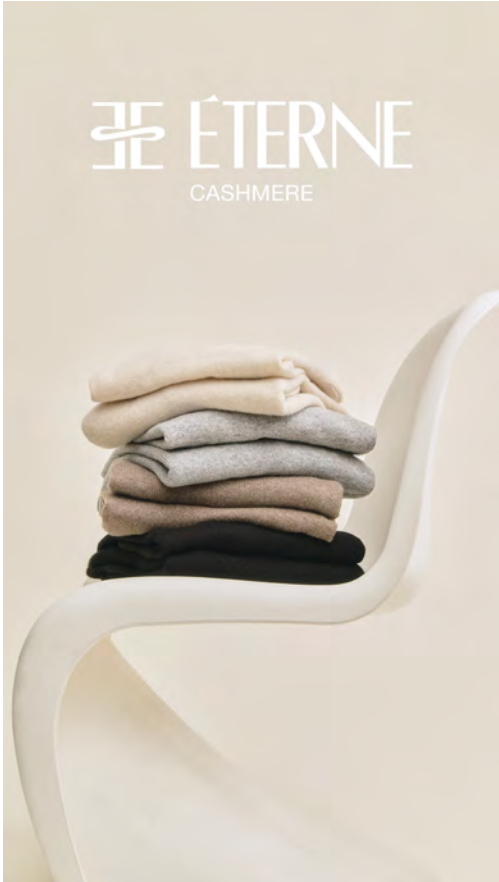
ART DIRECTION & DESIGN / ÉTERNE HOLIDAY 24 INSTAGRAM STORIES



ART DIRECTION & DESIGN / ÉTERNE HOLIDAY 24 INSTAGRAM STORIES



ART DIRECTION & DESIGN / ÉTERNE HOLIDAY 24 DIGITAL ADS



A woman with dark hair is standing on a set of stone steps outdoors. She is wearing a long, flowing, light-colored dress with a floral pattern and a matching belt. She is also wearing dark sandals. She has one hand on her head and the other on a stone railing. The background shows trees and foliage. At the bottom of the image, there is a small text overlay: "© 2014 THE LITTLE MARKET.COM".

A SUMMER CLASSIC:
GARMENT-DYED
GAUZE

LIPPY PAID, The Loose-Knittee Tee in Soft White \$78; The Loose-Knittee Tee in Soft White \$78;
RIGHT PAID, The Loose-Knittee Tee in Soft White \$78; The Loose-Knittee Tee in Soft White \$78.

THELOOSEKNITTEE.COM

A woman with dark hair is sitting on a black wooden stool. She is wearing a green jacket over a white shirt, dark pants, and brown shoes. She has one leg crossed over the other. The text "THE GREAT." is overlaid on the image in a large, white, serif font.

A woman with long dark hair is smiling and holding up a dark denim jacket. She is wearing a white polo shirt with a decorative collar and dark jeans. The text "indigo icons" is written in a white, lowercase, sans-serif font across the middle of the image. In the bottom right corner, there is a small, square, blue and white patterned logo.

color in cotton

OUR CLASSIC WASHED-AND-WORN KNITS ARE ESPECIALLY SOFT FOR A VINTAGE LOOK AND FEEL, HANDCRAFTED WITH LOVE, LOCALLY IN U.S.A.

[illegible]

Cotton Poplin
CRISP LIKE SPRING

THELITHERAL.COM

Swim Chapter Two
COMING APRIL

ART DIRECTION & LOGO DESIGN / THE GREAT. / BIRKENSTOCK CAMPAIGNS



ART DIRECTION / THE GREAT. / EMAIL DESIGNS

THE GREAT.

A SPRING START

With a map in hand—and GREAT company by our side—the new Spring collection reflects the spirit of exploration and unbridled excitement that travel brings. As a VIP, we're excited to give you a head start on the journey ahead with exclusive early access a day before everyone else.

SHOP SPRING

*

THE GREAT.

Float Like a Butterfly

An ode to Spring in its driest form, the collection's new Butterfly Floral reflects the emergent beauty of the season. Romantic embellishments—think exaggerated collars and delicate butterfly appliques—give this capsule the vintage look and feel we love. Sun-drenched garden parties, breezy brunches, and barefoot walks are in your very near future.

SHOP NOW

THE GREAT.

THE GREAT. LOVE LANGUAGE

We love a knit with a story—a tried and true fit, an optimistic color, and well-loved details. Our favorite washed-and-worn knits are supremely soft, for the look (and feel) of vintage, and forever made locally in L.A.

Blue

Soft Green

Sage

Cornflower

Designed to mix, match, and layer to your heart's content, the season's new palette includes rich yet softly sun-faded colors in our best-selling bodies that evoke the sun-kissed days of Spring.

SHOP

*

THE GREAT.

SUN CATCHERS

Our swim coverups and accessories were designed with the throw-on-and-go sensibility that the season is all about. From sitting in the sand to diving into the water, these playful check towels, handy totes, and brightly colored sun hats are exactly what sun-soaked days call for.

COVER-UP

ACCESSORIES

TOWELS

MADE IN L.A.

Denim for lakeside retreats and beyond in our semi-sheer jeans, reimagined in light and airy mix-and-match coverups that are easy to pack—and wear on end-to-end-to-the-days heat up.

SHOP

THE GREAT.

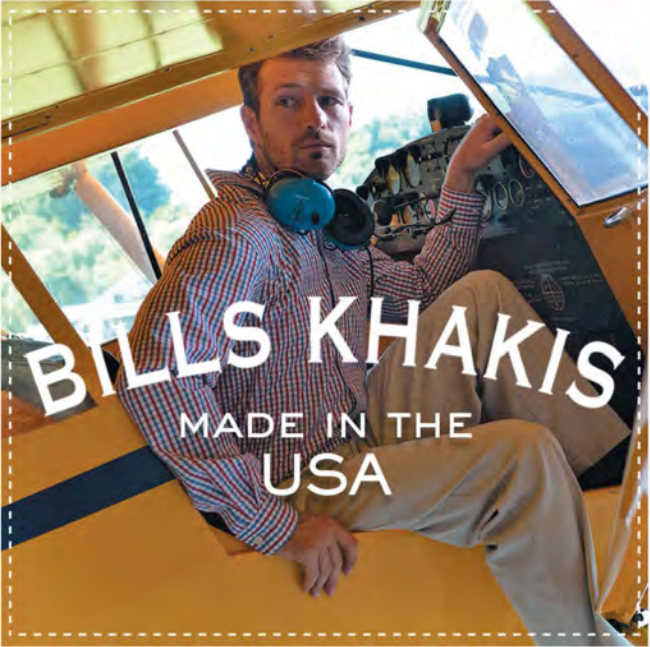
THE GREAT. DENIM SHOP

Denim has always been at the root of everything we do. Inspired by the vintage pieces we've collected for decades, we obsess over the fits, washes, and styling that are one of our favorite vehicles of self-expression. This Spring, we're introducing new fits and washes made locally in L.A. that will layer seamlessly into your everyday.

THE DOCK JEANS

HELEN MODESTROY JEAN

SHOP





CHAMOIS CLOTH

MORE REFINEMENT
THAN GRIT

Bills Khakis are known for their durability and grit, but there's a refined side of this genuine American brand. Super fine, high twist cotton yarns combine with a proprietary finishing process to produce one of the softest, most luxurious fabrics you will ever wear. Chamois Cloth rises to any occasion and matches perfectly with your most faithful blazer and spread collar shirt.



CHAMOIS CLOTH

AFTER NAMED FOR ITS LUXURIOUS HAND, OUR 6.3 OUNCE CHAMOIS CLOTH IS DRAMATICALLY SOFTER THAN OUR ORIGINAL TWILL AND WOULD BE IDEAL AT THE OFFICE OR FOR ANY OCCASION THAT REQUIRES A LITTLE MORE REFINEMENT THAN GRIT.

100% COTTON

FOR PRODUCT TAG BOX EARTH NUMBER

MAINTENANCE WASHABLE

SEE CARE LABEL FOR INSTRUCTIONS



50% OFF

All Denim 5 Pocket Pants





QUALITY

Engineered Stretch Twill

50% OFF

WHILE SUPPLIES LAST!

You'll hardly notice it's there, but a little bit of stretch goes a long way. If you haven't tried it, you'll like it. 98% Cotton, 2% Stretch. Just enough to make a difference.





CHAMOIS CLOTH

MORE REFINEMENT
THAN GRIT

Bills Khakis are known for their durability and grit, but there's a refined side of this genuine American brand that you should get to know if you don't already. Super fine, high twist cotton yarns combine with a proprietary finishing process to produce one of the softest, most luxurious fabrics you will ever wear. Chamois Cloth rises to any occasion and matches perfectly with your most faithful blazer and spread collar shirt. Slip on a pair of suede driving mocs and you're good to go... somewhere nice.

[SHOP CHAMOIS CLOTH](#)





Cut and Sewn Exclusively in the USA





SWIMWEAR

50% off while
supplies last

Simple, good looking and quick drying.
Elastic waist and drawstring. Mesh lined.

[SHOP NOW](#)



Cut and Sewn in the USA





4
days until
Father's Day

BILLS KHAKIS

AMERICAN MADE



BILLS KHAKIS BOXERS

The boxer short first debuted in a ring in 1925 and Bills Boxer briefs roll with the punches. With a style modeled after the original shorts, our all-cotton boxers offer superior quality and comfort with a self-wrapped waistband and a fit that's "just right" for a champion father.

[SHOP NOW](#)



Cut and Sewn Exclusively in the USA



AUTHENTIC

AMERICAN MADE

30% OFF

All Denim & 5 Pocket Pants

PROMO CODE: DENIM30

[SHOP NOW](#)





Cut and Sewn Exclusively in the USA

ART DIRECTION AND DESIGN / GUCCI / IN-STORE LEATHER BINDER



Art directed all Home, Gift & Timepieces product photography for lookbooks and internal sales assets