



When you think of Charles River Apparel, you can't help but think of The New Englander, our most successful rain jacket that sells across all markets. The New Englander is one of the top sellers in the industry and it keeps growing. With more than 2.5 million sold and over 3,000 reviews on the largest website in the US, the New Englander is a must have for any climate! What's added to the success of the New Englander is the addition of new colors (our customers can't get enough) and our explosion on social media. From Facebook to Instragram, our fans can't stop talking about their favorite rain jacket and they do so with such passion. "Everyone has a New Englander Story" and they love to share it.

When we asked our designer, Tsedenia Kiros, what makes the New Englander unique, she said it's the clean design, bright colors, reflective strip (our signature) and a need for a good quality rain jacket that will keep consumers looking their best, regardless of the weather. It's also the ability to decorate making it unique for the customer.

What's next? In addition to our core collection, we've added trendy colors, printed linings and striped patterns to the assortment. These additions to the collection help keep the New Englander collection fresh and relevant for our customers.

What was once thought of as a utilitarian piece, has become a fashion piece and a must have for everyone's wardrobe.

When it rains, you'll shine in the New Englander® Rain Jacket collection.







IN 2020 THE TREND CONTINUES WITH



FLORAL PRINTS AND METALLIC COLORS



The Original — New Englander®

= Women's 5099 ====

- 100% polyurethane bonded to a woven backing and taffeta nylon in sleeves (3.98 oz/yd²)
- Wind & waterproof with heat sealed seams for weather protection
- Lined with grey mesh in body, front yoke, and underarm vents to allow for air-flow circulation
- 2-way zipper for freedom of movement and full length wind flap for protection from elements
- 3M[™] Reflective trims across front & back provide high visibility



Gvailable in 14 bright colors.









= The Original

Men's 9199

- 100% polyurethane bonded to a woven backing and taffeta nylon in sleeves (3.98 oz/yd²)
- Wind & waterproof with heat sealed seams for weather protection
- Lined with contrast color mesh in body, front yoke, and underarm vents to allow for airflow circulation
- 2-way zipper for freedom of movement and full length wind flap for protection from the elements
- Front vented capes and contrast-colored stripe accent on front and back
- 3M[™] Reflective stripe across back provide high visibility (only on Black, Red, & True Navy)











= Rain Jacket ===

Youth 8099, Children's 7099, Toddler 6099, & Girls' 4099

- 100% polyurethane bonded to a woven backing and taffeta nylon in sleeves (3.98 oz/yd^2)
- Wind & waterproof with heat sealed seams for weather protection
- Lined with mesh and underarm vents to allow for air-flow circulation
- Single stripe accent at hem on 6099, 7099, and 8099, 3M[™] reflective on front vent yoke and reflective stripe on back on 4099
- Childrens' and Toddler versions feature dual stripe accent on right arm (stripe is reflective on Wave, Aqua, Coral, & Hot Pink)

YOUTH S-XL | CHILDRENS' 4-7 | TODDLER 2T-3T | GIRLS' XS-L





YOUTH 8099 | CHILDRENS' 7099 | TODDLER 6099

046 TRUE NAVY/YELLOW	LIMITED QUANTITY 236 AQUA/REFLECTIVE
150 YELLOW/NAVY	LIMITED QUANTITY 256 CORAL/REFLECTIVE
166 RED/REFLECTIVE	334 HOT PINK/REFLECTIVE
192 WAVE/REFLECTIVE	

GIRLS' 4099

236 AQUA	
256 CORAL	-
578 ROSE GOLD	









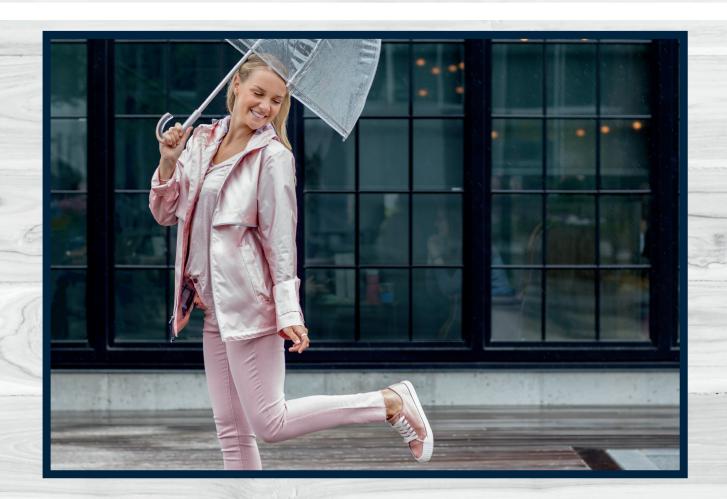
Doggie Soggee New Englander®

= Rain Jacket

Doggie 1099

- 100% polyurethane bonded (3.98 oz/yd²)
- Wind & waterproof with heat sealed seams for weather protection
- Elasticized neck opening for easy on/off
- Reflective stripe on front of garment and two stripes on back for hi-visibility
- Adjustable hook and loop trims on belly strap for a secure and comfortable fit
- SIZES XS-XL







With Printed Lining

Women's 5996 & 5197

- 100% polyurethane with a fun printed nylon taffeta lining (3.98 oz/yd²)
- Wind & waterproof with heat sealed seams for weather protection
- 2-way zipper for freedom of movement and a full length windflap for protection from the elements
- 3M[™] Reflective trims across front and back provide visibility
- Style 5197 features a fashionable metallic appearance
- Features a flattering A-line design





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WOMEN'S 5996

550 ORANGE	
570 ROYAL	
575 SKY BLUE	
580 ROSE GOLD	

WOMEN'S 5197



NEW ENGLANDER[®] RAIN JACKET WITH PRINTED LINING WOMEN'S 5996











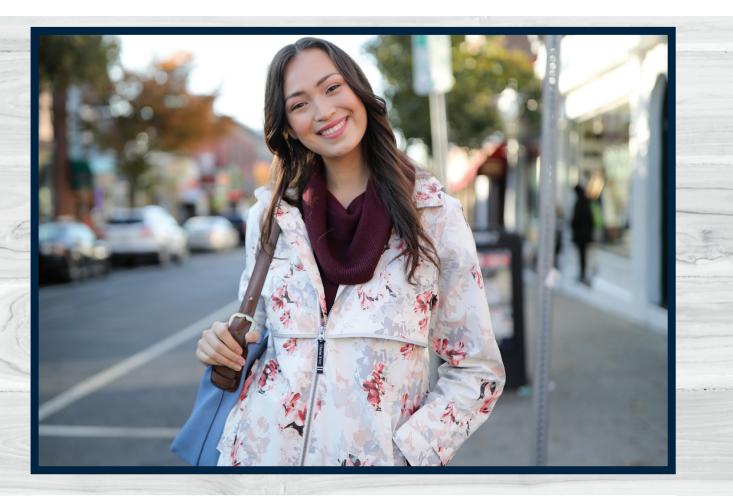
Women's 5193

- 100% polyurethane bonded to a woven backing and taffeta nylon in sleeves (3.98 oz/yd²)
- Wind & waterproof with heat sealed seams for weather protection
- Lined with grey mesh in body, front yoke, and underarm vents to allow for air-flow circulation
- 2-way zipper for freedom of movement and full length wind flap for protection from elements
- 3M[™] Reflective trims across front & back provide high visibility











= Floral Printed Rain Jacket =Women's 5194

- 100% polyurethane bonded to a woven backing and taffeta nylon in sleeves (3.98 oz/yd²)
- Wind & waterproof with heat sealed seams for weather protection
- Features floral printed outer shell
- Lined with mesh in body and underarm vents to allow for air-flow circulation
- 2-way zipper for freedom of movement and taffeta nylon sleeve lining
- 3M[™] Reflective trims across front and back provide high visibility
- Covered front zippered pockets to secure valuables





The New Englander®

= Color Blocked Rain Jacket =Women's 5192

- 100% polyurethane bonded to a woven backing and taffeta nylon in sleeves (3.98 oz/yd²)
- Wind & waterproof with heat sealed seams for weather protection
- Features modern color blocked styling
- Lined with mesh in body and underarm vents to allow for air-flow circulation
- 2-way zipper for freedom of movement and taffeta nylon sleeve lining
- ESP System (Embroidery Stow-Away Pocket) for easy decorating access







Printed Rain Jacket —

Women's 5990

- 100% polyurethane bonded to a woven backing and taffeta nylon in sleeves (3.98 oz/yd²)
- Wind & waterproof with heat sealed seams for weather protection
- Lined with mesh in body and underarm vents to allow for air-flow circulation
- 2-way zipper for freedom of movement and taffeta nylon sleeve lining
- Covered front zippered pockets to secure valuables
- ESA (Embroidery Stow-Away) for easy decorating access



