

The
New Englander[®]
Collection




CHARLES RIVER
APPAREL[®]



NEW ENGLANDER® FAMILY
WOMEN'S 5099 | MEN'S 9199 | YOUTH 8099

*Often copied,
never duplicated.*

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 Instagram, 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.





IT ALL STARTED
WITH A RAIN
JACKET IN 1983



TRADITIONAL RAINWEAR
FOR WOMEN & MEN

1980's

1990's



9501 UNISEX BUCKLE
PABICA
FABRIC: PVC/Polyester
COLORS: Yellow w/ Navy Corduroy
SIZE: XS-M-L-XL
PRICE: \$26.50

9502 COLOR BLOCK
AQUORACK
FABRIC: PVC/Poly Cotton
COLORS: Multicolor
SIZE: XS-M-L-XL
PRICE: \$20.00

9503 THE FENWAY
FABRIC: PVC/Poly Cotton
COLORS: Multicolor
SIZE: XS-M-L-XL
PRICE: \$16.75

9504 NAUTICAL JACKET

BRIGHT COLORS
AND PATTERN
OPTIONS FOR
MEN & WOMEN



IN 2020 THE TREND CONTINUES WITH



2000's



2010's



A woman with blonde hair tied back, wearing a bright blue quilted jacket and tall blue rubber boots with white reflective stripes, leans against a light-colored wooden fence. She is looking upwards and to the right with a slight smile. The background is a plain, light-colored wall. The text 'THE NEW ENHANCED®' is printed in a serif font in the upper left corner of the image.



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

WOMEN'S XS-3XL

*Our best-seller and
always in style.*



*Available in
14 bright colors.*





154 BUTTERCUP



166 RED



188 PINK



192 WAVE



210 BLACK



236 AQUA



256 CORAL



263 TRUE NAVY



316 GREY



323 MINT



334 HOT PINK



352 PERIWINKLE



353 VIOLET



432 MAUVE



===== *The Original* =====

New Englander®

=====

===== *Men's 9/99* =====

- 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)

MEN'S XS-5XL

*Back where
it all started.*



010 BLACK/GREY

031 MAROON/BLACK

046 TRUE NAVY/YELLOW

060 RED/GREY

139 TAUPE/NAVY

150 YELLOW/NAVY

264 TRUE NAVY/GREY

317 GREY





Kids

New Englander®

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/yd²)
- **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
- Children's 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**

*Letting kids,
be kids.*



*Available in
colors to match.*

YOUTH 8099 | CHILDRENS' 7099 | TODDLER 6099



GIRLS' 4099



A young girl with braided hair is jumping over a puddle in a grassy area. She is wearing a light blue raincoat over a pink shirt, blue jeans, and black rain boots. She is holding a pink and clear umbrella in her right hand and waving with her left hand. The background shows green grass and trees.

*Puddle
proof!*



===== *Doggie* =====

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**

*For the days it
rains cats & dogs.*

166 RED	263 TRUE NAVY
210 BLACK	334 HOT PINK
236 AQUA	





The New Englander[®]

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

WOMEN'S XS-3XL

*When it rains
you shine.*



NEW
NEW ENGLANDER® RAIN JACKET
WITH PRINTED LINING
WOMEN'S 5197

*A new twist on
a classic style.*

WOMEN'S 5996



WOMEN'S 5197



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





*A show
stopper!*



The New Englander®

Metallic

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

WOMEN'S XS-3XL

*Shine bright like
the star you are.*

AVAILABLE 3/1
568 PEARL IVORY





The New Englander®

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

WOMEN'S XS-3XL

*April showers
bring May flowers.*





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

WOMEN'S XS-3XL

*There's a new rain
jacket on the block.*

442 NAVY/ROSE GOLD/
OLIVE





The New Englander[®]

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

WOMEN'S XS-3XL

*Stripes
please.*



Socially accepted





sarahlivelli
Disney's Hollywood Studios



797 likes



shawavenue



388 likes



nancense



70 likes



toricruise



330 likes

kathrynsiders
The Washout



117 likes



CHARLES RIVER
APPAREL®

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