



EDDIE BAUER

*By Patti Carlson
E-Commerce
Mid-Term
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History

- **1920** Eddie Bauer turned his love of the outdoors into a viable business, opening Eddie Bauer's Sport Shop in Seattle, Washington.
- **1922** Established the Eddie Bauer Creed and Guarantee
- **1934** Developed and patented a regulation badminton shuttlecock (the Bauer Shuttlecock) that remains the standard for the sport today.
- **1936** Created the "Skyliner," the first quilted goose down jacket in North America. Patented in 1940.
- **1942** Began producing garments and sleeping bags in support of the war effort. Government commissioned to develop B-9 Flight Parka.
- **1942** Launched the company's mail-order division, selling goose-down garments and goose down-insulated sleeping bags.
- **1996** Launched website: www.eddiebauer.com



Business Model

- Eddie Bauer is an outdoor brand that offers signature outerwear; men's and women's clothing, gear and accessories; and world-class mountaineering gear. All built to one standard – to be the best.
- Business Model: B2C, B2B
- 2007: 10,000 employees world wide
- Headquarters : Bellevue, Washington
- 2010: United States, Canada, Japan and Germany



Products & Services

PRODUCTS & SERVICES

- ▣ Outerwear
- ▣ Men's
- ▣ Women's
- ▣ Swim Wear
- ▣ Shoes & Accessories
- ▣ Bags & Gear
- ▣ Bedding & Home

MILESTONES

- ▣ 1920 Retail Stores
- ▣ 1945 Mail Order Catalogs
- ▣ 1991 Home Store
- ▣ 1994 Tokyo, Japan store
- ▣ 1995 Germany
- ▣ 1996 Website
- ▣ Global Labor Practices
- ▣ American Forests
 - Add a dollar, plant a tree
 - North American & Canada



Also by Eddie Bauer

- ▣ Ford Vehicles: Expedition
- ▣ Car Seats, Strollers & More
- ▣ Diaper Bags and Travel Accessories
- ▣ Boy's Apparel
- ▣ Camping Gear & Accessories
- ▣ Luggage
- ▣ Home Store & Lane Furniture
- ▣ Interior Paint



Vision & Mission Statement

- ▣ **Our Guarantee:** Every item we sell will give you complete satisfaction or you may return it for a full refund.TM
- ▣ **Our Creed:** To give you such outstanding quality, value, service and guarantee that we may be worthy of your high esteem.TM
- ▣ Today, Eddie Bauer the company is an internationally renowned premium specialty retailer with approximately 370 stores throughout the US and Canada, catalogs, Web sites, and joint ventures in Germany and Japan



Form of Business

- ▣ 1920 Sole Proprietorship
- ▣ 1949 Sold to friend and hunting partner:
William Niemi
- ▣ 1950's Eddie Bauer, Inc., 50/50 Partnership
with William Niemi
- ▣ 1968 Sold interest to William Nieme Sr & Jr.
- ▣ Eddie Bauer Holdings Company
 - Formed by former parent company, Spiegel, Inc.
- ▣ Eddie Bauer, LLC



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- ❑ **Our Guarantee:** Every item we sell will give you complete satisfaction or you may return it for a full refund.TM
- ❑ **Our Creed:** To give you such outstanding quality, value, service and guarantee that we may be worthy of your high esteem.TM
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- ❑ **Patents: 1940 Quilted Goose Down Jacket:** One or more patents may apply to this Web site, including without limitation: U.S. Patent Nos. 5,528,490; 5,761,649; and 6,029,142.



Electronic Payment Methods

- ▣ MasterCard
 - ▣ Visa
 - ▣ American Express
 - ▣ Discover Card
 - ▣ Diners Club
 - ▣ Eddie Bauer Charge Card
 - ▣ Gift Cards/Certificates
 - ▣ In-Store: Personal Checks
- ▣ In 1920, Eddie Bauer wrote his business creed, a statement explaining the services he'd provide for his customers. We still follow this same creed today: "To give you such outstanding quality, value, service and guarantee that we may be worthy of your high esteem." Here at Eddie Bauer, we take this promise seriously and we firmly believe in your privacy and the security of your personal information. We are committed to using any information you give us in a responsible manner. You're very important to us and we want to provide you with a safe and secure online experience

Privacy Policy Statement Overview

Questions & Answers

