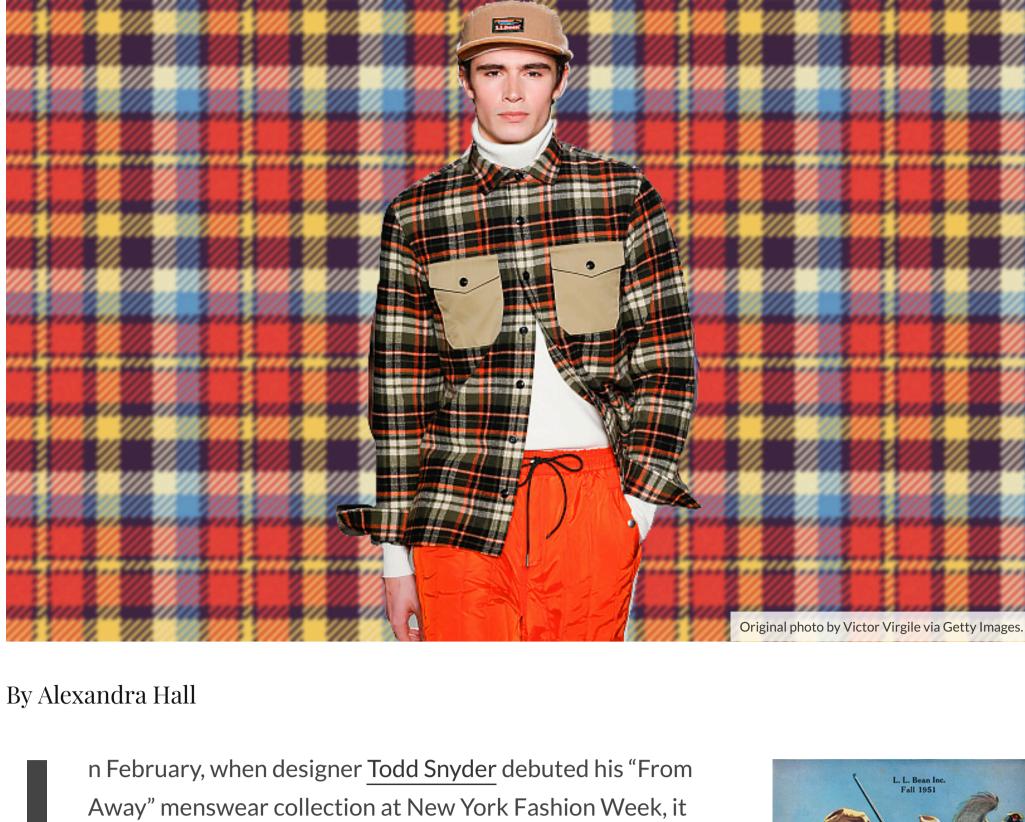
GUIDES ~

Bean's, But Make It Fashion Designer Todd Snyder's L.L.Bean-inspired fall collection drops this month, but it's not the retailer's first foray into high fashion.

STORIES Y

MAINE HOMES ~



marked the first time that L.L.Bean has ever stormed a runway. (Vogue has the runway pics slideshow.) Snyder's

collab with Maine's down-home outdoor apparel company the results of which hit racks this month — may seem counterintuitive (or even, dare we say, a bit silly). But Bean's has long had a boot planted in the loftier circles of fashion, style, and pop culture. 1912

Hunter and fisherman Leon Leonwood

Bean begins selling a single product, the

hybrid of leather uppers and rubber

be 100,000 people deep. But at the

room operation.

bottoms. A century later, as celebs like

Christina Aguilera and Lizzy Caplan sport

"Bean boots," the waitlist to get a pair will

outset, Bean's business is a one-man, one-

Maine Hunting Shoe, aka the duck boot, a



1933

Eleanor Roosevelt makes a surprise visit

to the Freeport store. Though the First

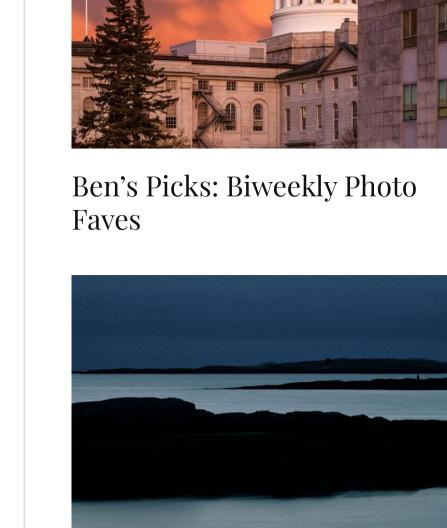
Lady is something of a trendsetter, the

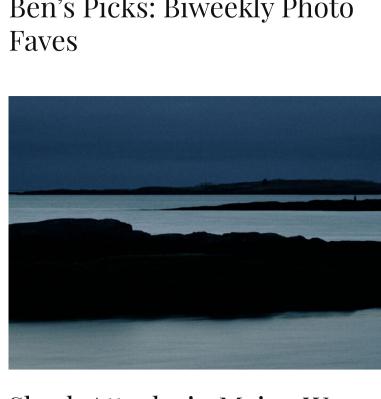
until 1955. L.L. doesn't let her

a trout knife for the president.

store won't sell women's gear or clothing

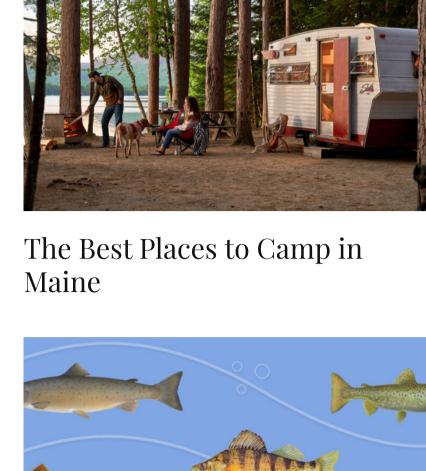
leave empty-handed, presenting her with



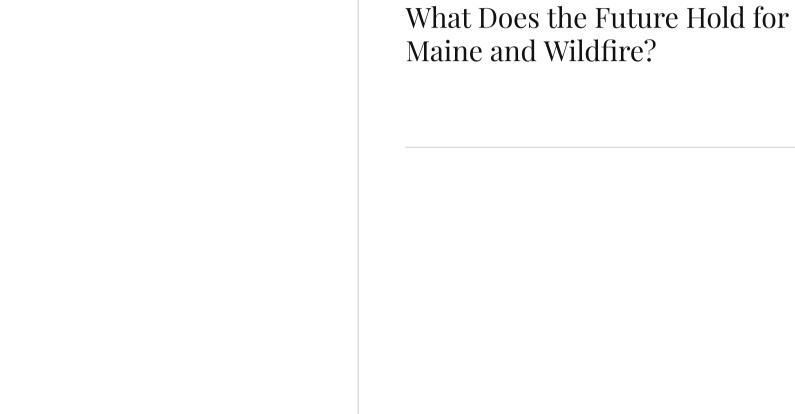


TRENDING ON DOWNEAST.COM

Shark Attacks in Maine Were Unthinkable — Until Last Summer







Bode, Michael Kors, and Hermès.

1944

Release of the Boat and Tote, a structured

canvas bag originally designed to haul ice

Kennedys to Chloë Sevigny to the editors

(Gwyneth Paltrow's bag says Apple, her

spawns copycats from posh designers like

from dock to yacht. The tote eventually

garners high-profile fans, from the

at W magazine, and the mark of

distinction is a custom monogram

daughter's name). The bag's design

1971 Author Hunter S. Thompson shouts out the brand in *Fear and Loathing in Las* Vegas and wears Bean's in public appearances, lending counterculture cred,

particularly to the Rainbow Lake

safari jacket (though his is

an Abercrombie version).

1957

In his landmark poem, "Skunk Hour,"

with the decline of the Yankee gentry:

reluctant Brahmin Robert Lowell wrestles

"The season's ill — we've lost our summer

millionaire / who seemed to leap from an

L.L.Bean / catalogue. His nine-knot yawl

/ was auctioned off to lobstermen." Ouch.

1975 L.L.Bean receives a special citation from the Coty American Fashion Critics' Award, known as the Oscars of the fashion world, for the company's contribution to menswear.

1980

Tommy Hilfiger.

Author Lisa Birnbach's Official Preppy

yuppie culture, declares Bean's "nothing

less than Prep mecca." The canonization

for preppie imitators like J. Crew and

boosts sales 42 percent and paves the way

Handbook, satirizing the ascendent

In Tim Burton's Beetlejuice, when interior

arrives at Alec Baldwin and Geena Davis's

country home, done up in traditional New

England décor, he winces and mutters,

"Ugh, deliver me from L.L.Bean!"

designer/paranormal dilettante Otho

1988

2017

anorak jackets.

The vintage '90s windbreaker is the year's

breakout style move for celebrity men like

Shia LaBeouf and Drake. *GQ* fawns over

John Mayer's collection of L.L.Bean Aztec

1982

Snyder and Bean's high-fashion team-up is

the company's first such partnership.

Models strut the catwalk in tailored

flannel, duck camo, and faux-fur earflap

brand's dalliance with swank continues off

hats, inspired by Bean's archives. The

Kennebunkport's chichi Hidden Pond

resort opens a cabin "inspired by the

runway collection," with camo wallpaper,

red-plaid furnishings, and framed vintage

the garment rack: this fall,

catalog covers.

2020

Writer Alfred Gingold's bestselling

Catalog purports to offer bras for

spaniels, "social climbing shoes," and Swiss

Army earrings. It's all in fun — Gingold

assures readers he finds the real Bean

catalogs "unique and true and American."

parody book *Items from Our*

2012

Blogger Elizabeth Pride's viral blog, $\underline{\textit{Your}}$

L.L.Bean Boyfriend, pairs Bean catalog

models with made-up boyfriend names

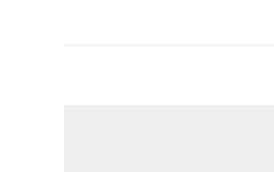
and snippets of droll, imagined-boyfriend

bliss. ("Snow day tomorrow," Liam mused.

"Why don't we just relax in front of the

woodstove and cuddle?")

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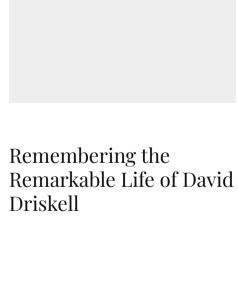
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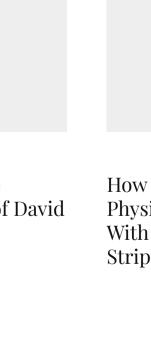
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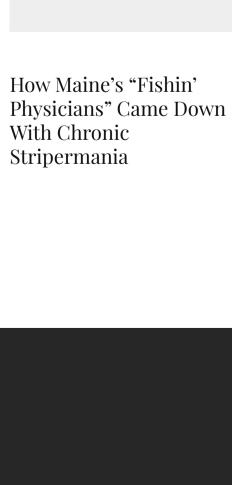
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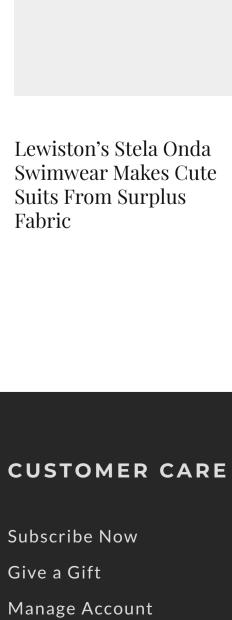
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Alexandra Hall

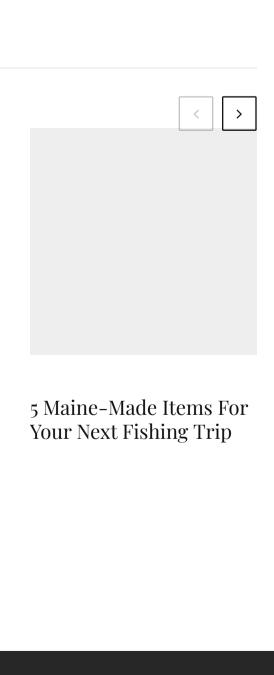








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