

FEED [®] **USA**

+





Establishing meaningful partnerships is part of Target's brand legacy. This summer, Target is partnering with FEED Projects LLC, the humanitarian organization founded by Lauren Bush Lauren, to co-design the FEED USA + Target collection.

The exclusive lifestyle collection includes more than 50 pieces and features a range of products with a distinct Americana aesthetic, including home, sporting goods, stationery, and apparel and accessories. Each product displays the number of meals donated to children and families through Feeding America as a result of the purchase.

Target is making it easy for guests to make a positive impact on hunger in the U.S. and hopes to provide more than 10 million meals through Feeding America with the FEED USA + Target collection. The FEED USA + Target collection is available for a limited time beginning June 30 at Target stores and Target.com.

WOMEN'S

Look:

01

Denim Hoodie Vest, \$30

24 MEALS

Baseball Tee in Birch, \$20

16 MEALS

Crossbody Bag in Orange, \$25

20 MEALS

Necklace with Charm, \$18

14 MEALS

Stackable Bracelets, \$15 (set of 3)

12 MEALS

[request sample](#)

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*All other items available at Target;
not part of FEED USA + Target collection



Look:

02

Fleece Top in Red, \$25

20 MEALS

Denim Sleeveless Top, \$25

20 MEALS

Burlap Reusable Bag, \$10

08 MEALS

Necklace with FEED plate, \$15

12 MEALS

Stackable Bracelets, \$15 (set of 3)

12 MEALS

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*All other items available at Target;
not part of FEED USA + Target collection



Look: .

03

Tank in Gray, \$15

12 MEALS

Scarf in Navy, \$18

14 MEALS

Large Tote in Orange, \$35

28 MEALS

Stackable Bracelets, \$15 (set of 3)

12 MEALS

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*All other items available at Target;
not part of FEED USA + Target collection



Look:

04

Fleece Top in Gray, \$25
20 MEALS

Tee in Yellow, \$18
14 MEALS

Crossbody Bag in Denim, \$25
20 MEALS

Bracelet with FEED Logo in Red, \$8
06 MEALS

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*All other items available at Target;
not part of FEED USA + Target collection



Look:

05

Denim Shirt, \$28

22 MEALS

Tank in Moss, \$15

12 MEALS

Backpack in Moss, \$35

28 MEALS

Bracelet with FEED Logo in Red, \$8

06 MEALS

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*All other items available at Target;
not part of FEED USA + Target collection



Look:

06

Women's Tees, \$15-\$20 each
12-16 MEALS EACH

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MEN'S

Look:

07

Denim Utility Shirt, \$25

20 MEALS

Messenger Bag in Green, \$30

24 MEALS

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*All other items available at Target;
not part of FEED USA + Target collection



Look:

08

Hoodie in White, \$25

20 MEALS

Tee in Red, \$15

12 MEALS

Water Bottle in Red, \$13

10 MEALS

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*All other items available at Target;
not part of FEED USA + Target collection



Look:

09

Henley in Gray, \$25
20 MEALS

Tee in Red, \$15
12 MEALS

Tote in Denim, \$30
24 MEALS

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*All other items available at Target;
not part of FEED USA + Target collection



Look:

10

Tee in Orange, \$15

12 MEALS

Messenger Bag in Green, \$30

24 MEALS

Baseball Hat in Denim, \$15

12 MEALS

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*All other items available at Target;
not part of FEED USA + Target collection



Look:

11

Men's Tees, \$15 each
12 MEALS EACH

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ACCESSORIES

Look:

12

Crossbody Bag in
Denim, \$25 each
20 MEALS EACH

[request sample](#)

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Look:

13

Backpacks in Red and Moss, \$35 each
28 MEALS EACH

[request sample](#)

[download hi-res image](#)



Look:

14

Stackable Bracelets, \$15 (set of 3)
12 MEALS

[request sample](#)

[download hi-res image](#)



Look:

15

Wrap Bracelet, \$15

12 MEALS

Necklace with Charm, \$18

14 MEALS

[request sample](#)

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Look:

16

Bracelet with FEED Logo, \$8
06 MEALS

Necklace with FEED plate, \$15
12 MEALS

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Look:

17

Scarves in Black, Navy,
Red and White, \$18 each
14 MEALS EACH

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Look:

18

Large Totes in Orange, Stripe and
Burlap, \$35 each
28 MEALS EACH

[request sample](#)

[download hi-res image](#)



Look:

19

Messenger Bag in Green, \$30
24 MEALS

Tote in Denim, \$30
24 MEALS

[request sample](#)

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Look:

20

Baseball Hats in Brown, White
and Denim, \$15 each

12 MEALS EACH

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BAV

Look:

21

Bibs, \$15 each (set of 3)

12 MEALS

Target.com Exclusive

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Look:

22

Baby Onesies, \$20 each (set of 3)

15 MEALS EACH

Target.com Exclusive

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THE LOVE

Look:

23

Toss Pillows, \$25 each
20 MEALS EACH

[request sample](#)

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Look:

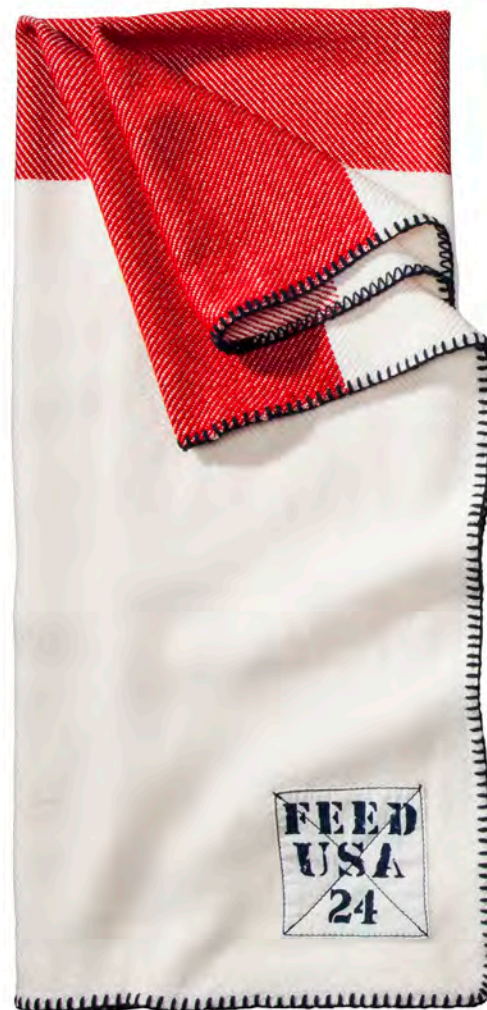
24

Throws, \$30 each

24 MEALS EACH

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Look:

25

Fabric Bag Set, \$30 (set of 2)

24 MEALS

Target.com Exclusive

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Look:

26

Apron, \$16

12 MEALS

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[download hi-res image](#)



Look:

27

Wire Storage Bin, \$25
20 MEALS

[request sample](#)

[download hi-res image](#)



Look:

28

Kitchen Towels, \$10 (set of 3)

6 MEALS

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Look:

29

Medium Stoneware Pan, \$20

16 MEALS

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[download hi-res image](#)



Look:

30

Stoneware Pie Plates, \$15 each
12 MEALS EACH

[request sample](#)

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Look:

31

Cookie Cutter Set, \$10 (set of 5)
8 MEALS

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Look:

32

Melamine Appetizer Plates, \$10 (set of 4)

8 MEALS

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Look:

33

Melamine Plates, \$3 each

2 MEALS EACH

Melamine Cereal Bowls, \$3 each

2 MEALS EACH

Stoneware Tumblers, \$5 each

4 MEALS EACH

Flatware Set, \$5 (set of 3)

3 MEALS

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Look:

34

Lunch Bags, \$10 each

8 MEALS EACH

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Look:

35

Snack Pouches, \$8 (set of 2)

3 MEALS

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Look:

36

Bike Helmet, \$35

28 MEALS

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Look:

37

Water Bottles, \$13 each
10 MEALS EACH

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Look:

38

Reusable Bag, \$7

5 MEALS

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Look:

39

Burlap Reusable Bag, \$10
8 MEALS

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[download hi-res image](#)



Look:

40

Planner, \$15

12 MEALS

Pencil Case with Pencils, \$7

5 MEALS

[request sample](#)

[download hi-res image](#)



Look:

41

iPhone Cases, \$25 each
20 MEALS EACH

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Look:

42

iPad Folio, \$35

28 MEALS

[request sample](#)

[download hi-res image](#)



Look:

43

Notebooks, \$7 (set of 3)
3 MEALS

[request sample](#)

[download hi-res image](#)



Look:

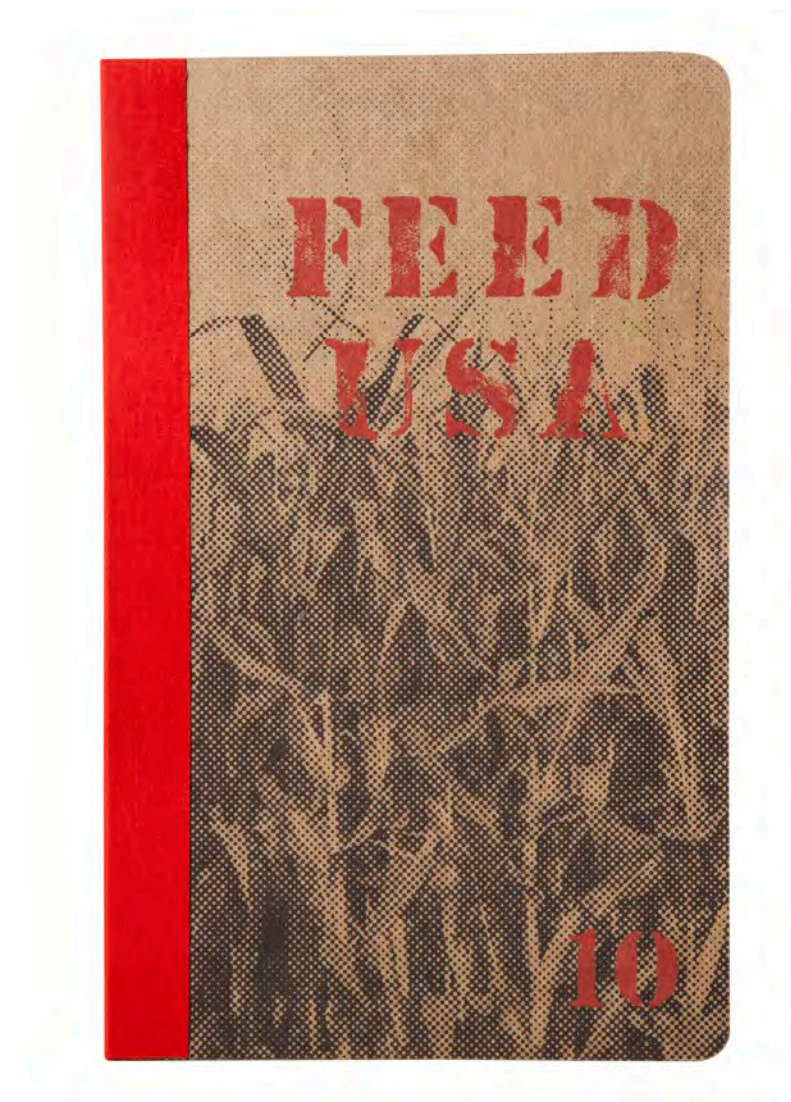
44

Journal, \$13

10 MEALS

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Look:

45

Blank Notecards, \$10 (set of 12)

8 MEALS

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[download hi-res image](#)



Look:

46

Coasters, \$7 (set of 4)
4 MEALS

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Look:

47

Playing Cards, \$5 (set of 2)

4 MEALS

[request sample](#)

[download hi-res image](#)



Look:

48

Travel Mugs, \$13 each
10 MEALS EACH

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Look:

49

Small Canister, \$14

10 MEALS

Medium Canister, \$14

10 MEALS

Large Canister, \$16

12 MEALS

[request sample](#)

[download hi-res image](#)



Look:

50

Serving Bowl, \$25

20 MEALS

[request sample](#)

[download hi-res image](#)



Look:

51

Small Stoneware Pan, \$17

13 MEALS

[request sample](#)

[download hi-res image](#)



Look:

52

Large Stoneware Pan, \$25
20 MEALS

[request sample](#)

[download hi-res image](#)



Look:

53

Foldable Bikes, \$400 €
320 MEALS EACH

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FEED^{USA} +



LOOK 01



LOOK 02



LOOK 03



LOOK 04



LOOK 05



LOOK 06



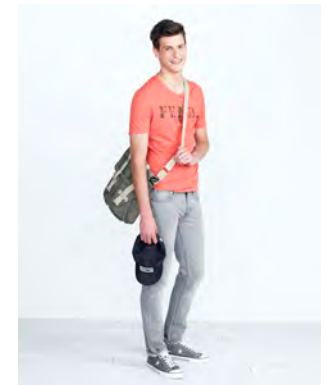
LOOK 07



LOOK 08



LOOK 09



LOOK 10



LOOK 11



LOOK 12



LOOK 13



LOOK 14



LOOK 15

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LOOK 16



LOOK 17



LOOK 18



LOOK 19



LOOK 20



LOOK 21



LOOK 22



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LOOK 25



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LOOK 29



LOOK 30

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LOOK 31



LOOK 32



LOOK 33



LOOK 34



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LOOK 39



LOOK 40



LOOK 41



LOOK 42



LOOK 43



LOOK 44



LOOK 45

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LOOK 46



LOOK 47



LOOK 48



LOOK 49



LOOK 50



LOOK 51



LOOK 52



LOOK 53

AVAILABILITY

Apparel and accessories will be available in stores
from June 30 - September 28, 2013

Home and housewares will be available in stores
from June 30 - October 12, 2013

Products will be available at Target.com
from June 30 - November 16, 2013

For more information on
Apparel & Accessories specific product
or high-res image requests,
please contact:

Samantha Bubes

Phone: (212) 242-9353, ext. 129

E-mail: Sbubes@LaForce-Stevens.com

For more information on Home specific
product or high-res image requests,
please contact:

Sonya Li

Phone: (646) 747-3570

E-mail: SLi@KaplowPR.com



All prices are subject to change

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All rights reserved. 10% of original retail price, excluding tax, of store sales from 6.30.2013 - 10.12.2013
and target.com sales from 6.30.2013-11.16.2013 to be donated to FEED's and Target's partner
Feeding America®. The monetary equivalent of the meals listed on the product will be donated.
\$1 = 8 meals secured by Feeding America on behalf of local food banks. feedingamerica.org