

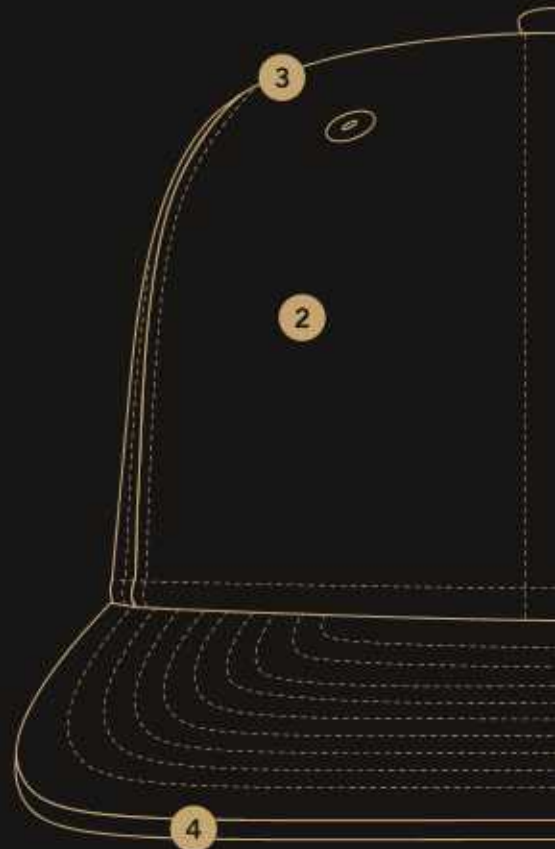
# 59FIFTY®

The New Era 59FIFTY® is the originator of the true fitted. It is New Era's flagship style and an icon in sport and street culture. It is worn on the field of play by athletes worldwide. This style is available in Men's and Kid's sizing.



# 59FIFTY®

- 1 TRUE FITTED**  
Closed back style available in true fitted sizing
- 2 STRUCTURED CAP**  
Front panel structure for stability and classic cap shape
- 3 FULL CROWN**  
Tall and broad profile of the original fitted cap
- 4 FLAT VISOR**  
Designed to be flat, but can curve as desired



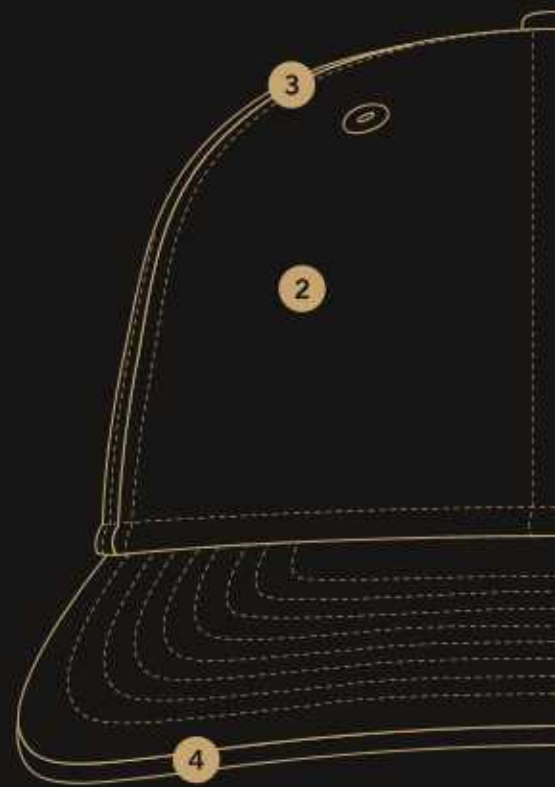
# LOW PROFILE 59FIFTY®

The New Era Low Profile 59FIFTY® is the counterpart to the traditional 59FIFTY®. It is a true fitted style and is worn on the field of play by athletes worldwide. The Low Profile 59FIFTY® is available in Men's, Women's and Kid's sizing.



## LOW PROFILE 59FIFTY®

- 1 TRUE FITTED**  
Closed back style available in true fitted sizing.
- 2 STRUCTURED CAP**  
Front panel structure for stability and classic cap shape.
- 3 CONTOURED CROWN**  
Rounded profile creating a streamlined look from front to back.
- 4 CURVED VISOR**  
Pre-curved visor for a traditional feel.



# 9FIFTY®

The New Era 9FIFTY® is our classic snapback style available in Men's and Kid's sizing. The shape mimics that of the 59FIFTY®, but has an open back with a snap or strap closure.



# 9FIFTY®

## 1 SNAPBACK OR STRAPBACK

Open back style with adjustable snapback or strapback closure



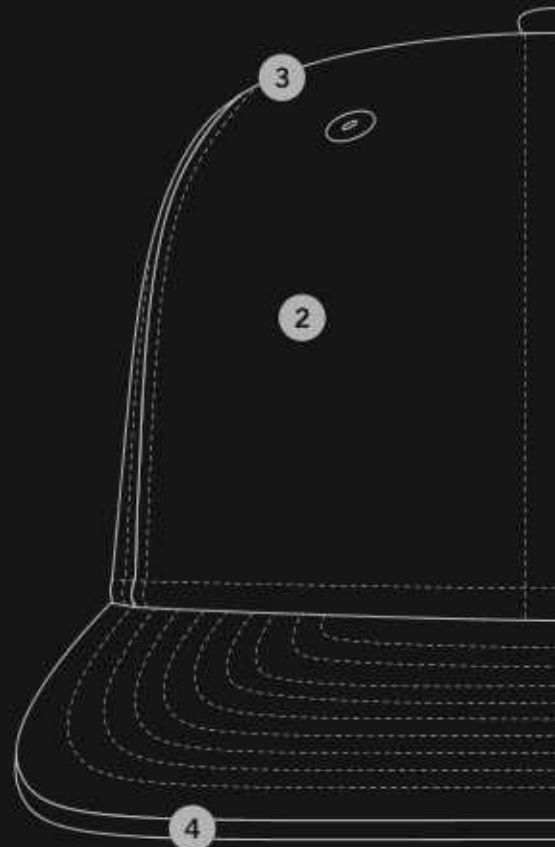
## 2 STRUCTURED CAP

Front panel structure for stability and classic cap shape



## 3 FULL CROWN

Tall and broad profile to mimic our fitted 59FIFTY®



## 4 FLAT VISOR

Designed to be flat, but can curve as desired



ORIGINAL FIT  
**9FIFTY**

The New Era Original Fit 9FIFTY® is our retro snapback style available in Men's and Kid's sizing. The Original Fit has a squared off visor and tapered back opening for a true retro look.



ORIGINAL FIT  
**9FIFTY**

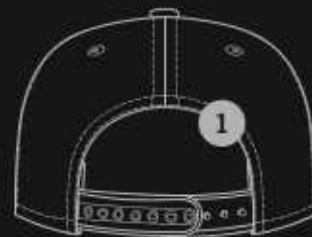
**1 SNAPBACK OR STRAPBACK**

Tapered open back style with adjustable snapback or strapback closure



**2 STRUCTURED CAP**

Front panel structure for stability and classic cap shape



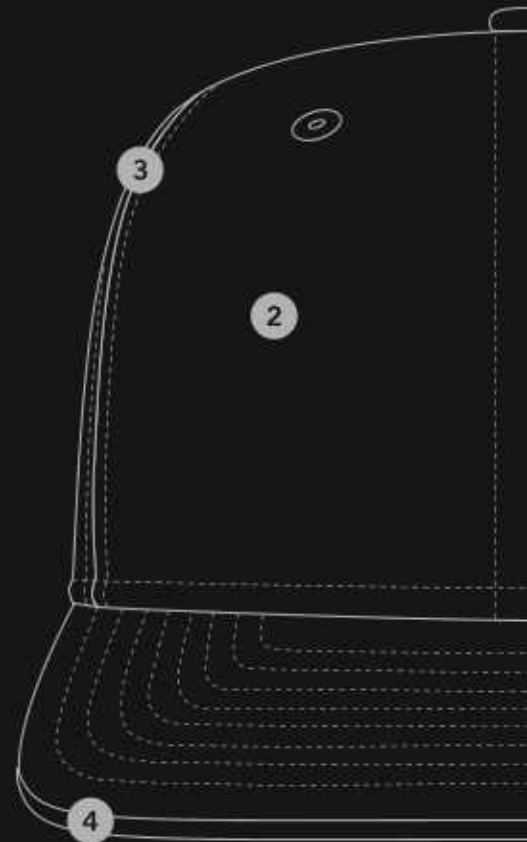
**3 FULL CROWN**

Tall and angled profile for an authentic retro look



**4 SQUARED FLAT VISOR**

Squared-edge flat visor with an old school feel



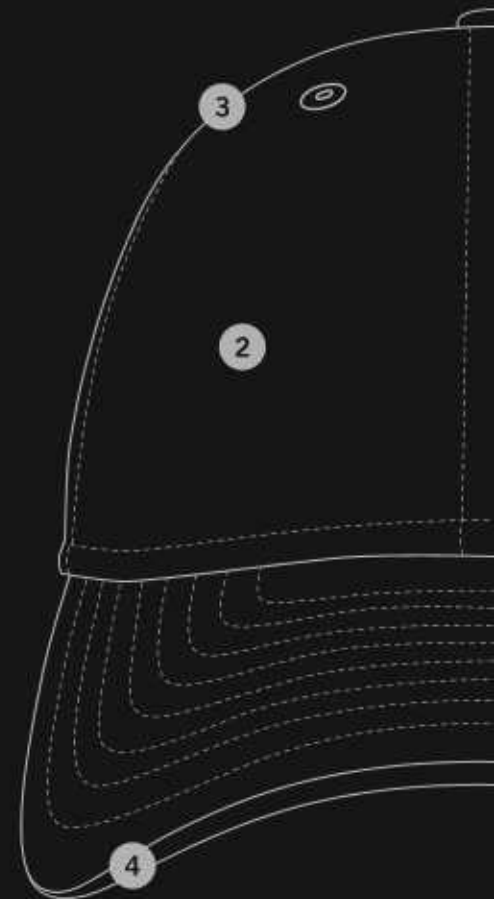
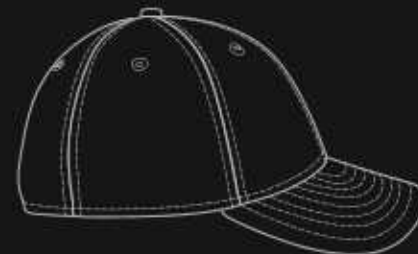
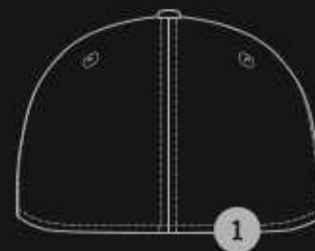
# 39THIRTY®

The New Era 39THIRTY® is our premier stretch-fit style available in a variety of sizes for Men's and Kid's. The shape and fabrics are engineered specifically for the 39THIRTY® in order to provide the ultimate stretch-fit cap.



# 39THIRTY®

- 1 STRETCH-FIT**  
Closed back style with patented stretch sweatband providing ideal fit and comfort
- 2 STRUCTURED CAP**  
Front panel structure for stability and classic cap shape
- 3 CONTOURED CROWN**  
Rounded profile creating a streamlined look from front to back
- 4 FULL CURVED VISOR**  
Ready to wear, no "break-in" needed



# 9FORTY®

The New Era 9FORTY® is our core adjustable style available in Men's and Kid's sizing. It is the counterpart to the 39THIRTY® but comes in One Size Fits Most sizing and can have a variety of different closure types.



# 9FORTY®

## 1 ADJUSTABLE

Open back style with adjustable closure

## 2 STRUCTURED CAP

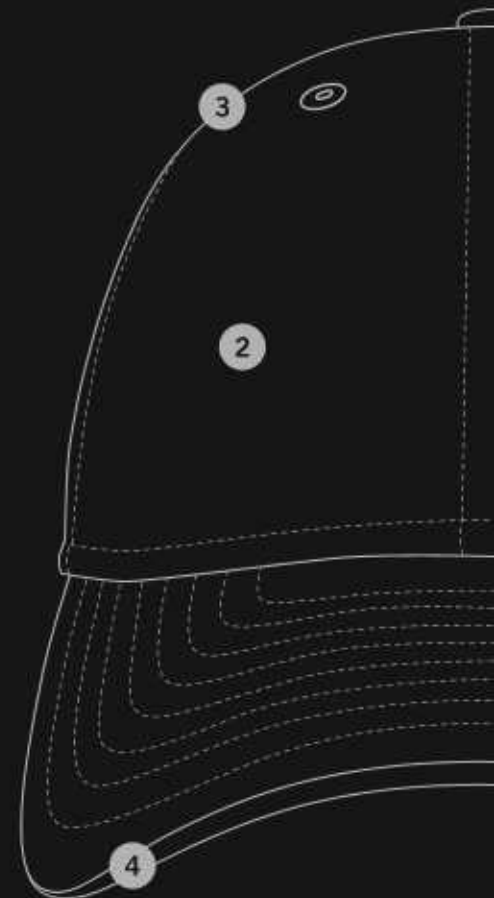
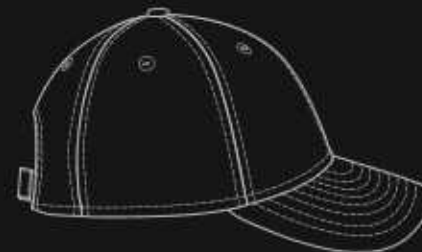
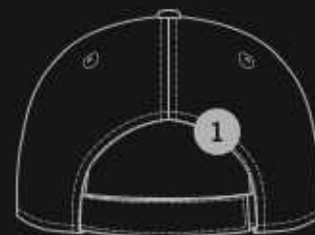
Front panel structure for stability and classic cap shape

## 3 CONTOURED CROWN

Rounded profile creating a streamlined look from front to back

## 4 FULL CURVED VISOR

Ready to wear, no "break-in" needed



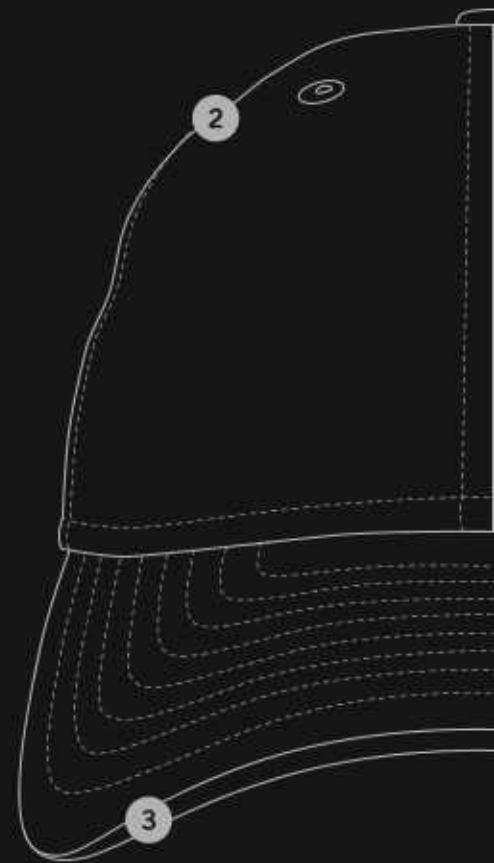
# 9TWENTY®

The New Era 9TWENTY® is our relaxed fit adjustable style available in Men's and Kid's sizing. It is a well-worn, comfortable cap that sits low on your head, comes in One Size Fits Most sizing, and can have a variety of different closure types.



# 9TWENTY®

- 1 ADJUSTABLE**  
Open back style with adjustable closure
- 2 UNSTRUCTURED CAP**  
Relaxed front panels for a casual, well-worn shape
- 3 FULL CURVED VISOR**  
Ready to wear, no "break-in" needed



WOMEN'S  
**59FIFTY**

The New Era Women's 59FIFTY® is our flagship Women's fitted cap. The look and feel remain true to the iconic 59FIFTY style, but slight adjustments are made to build the perfect Women's fit.



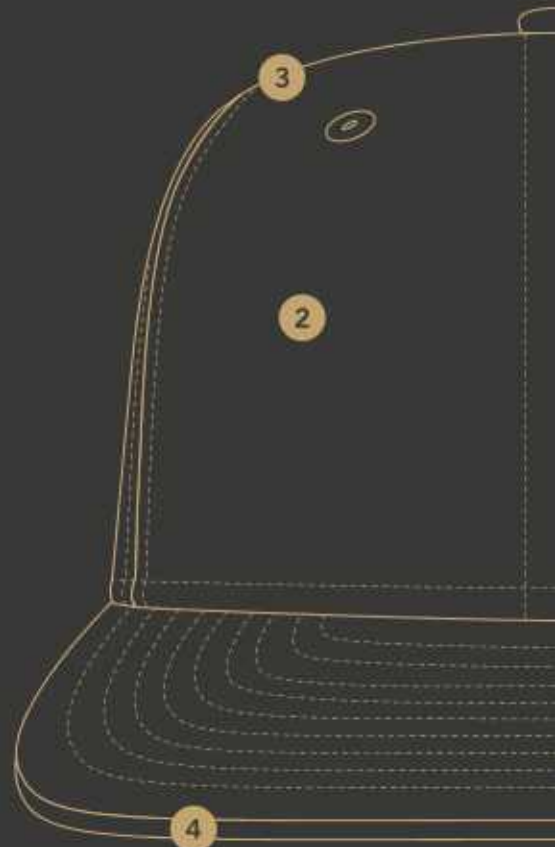
59FIFTY

**1 TRUE FITTED**  
Closed back style available in true fitted sizing.

**2 STRUCTURED CAP**  
Women's fit front panel structure for stability and classic cap shape.

**3 FULL CROWN**  
Tall and broad profile of the original fitted cap.

**4 FLAT VISOR**  
Smaller cut than a Men's visor. Designed to be flat, but can curve as desired.





# WOMEN'S 9FIFTY®

The New Era Women's 9FIFTY® is our Women's fit snapback style. The cut and contours are specifically developed for Women's sizing. It has an open back with a snap or strap closure.



## WOMEN'S 9FIFTY®

### 1 SNAPBACK OR STRAPBACK

Open back style with adjustable snapback or strapback closure



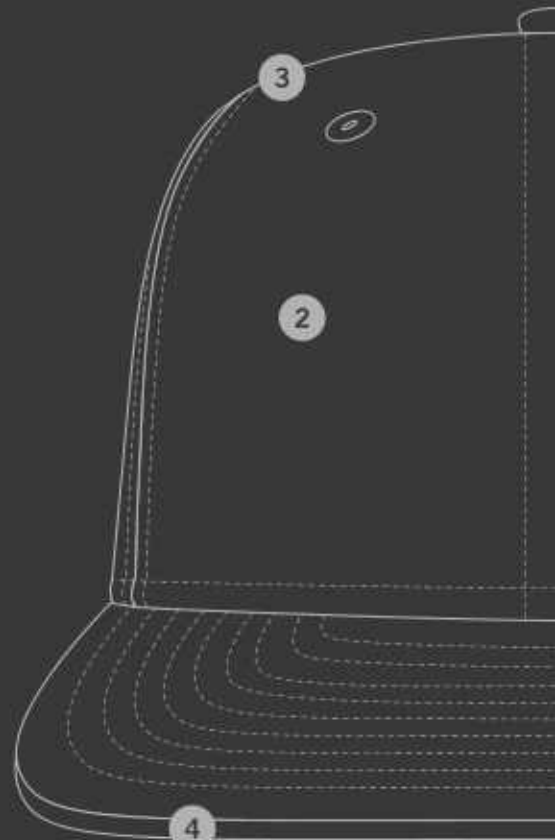
### 2 STRUCTURED CAP

Women's fit front panel structure for stability and classic cap shape



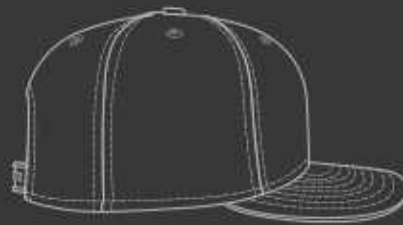
### 3 FULL CROWN

Tall and broad profile to mimic our fitted 59FIFTY®



### 4 FLAT VISOR

Smaller cut than a Men's visor. Designed to be flat, but can curve as desired



# WOMEN'S 9FORTY®

The New Era Women's 9FORTY® is our core Women's fit adjustable style. The cut and contours are specifically developed for Women's sizing. It has an open back and can have a variety of closure types.



## WOMEN'S 9FORTY®

### 1 ADJUSTABLE

Open back style with adjustable closure

### 2 STRUCTURED CAP

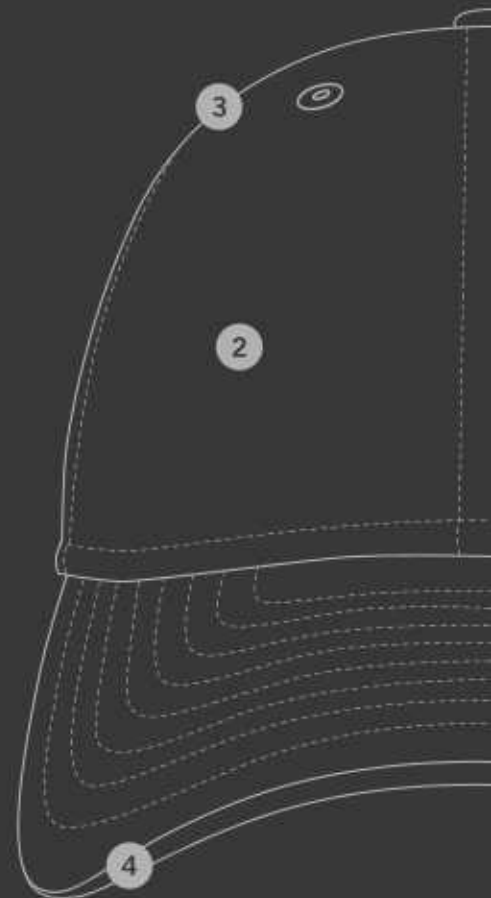
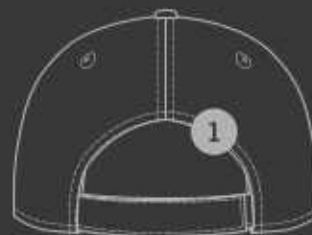
Women's fit front panel structure for stability and classic cap shape

### 3 CONTOURED CROWN

Rounded profile creating a streamlined look from front to back

### 4 FULL CURVED VISOR

Smaller cut than a Men's visor. Ready to wear, no "break-in" needed



WOMEN'S  
**9**TWENTY®

The New Era Women's 9TWENTY® is our relaxed Women's fit adjustable style. It is a well-worn, comfortable cap specifically developed for Women's sizing. It has an open back and can have a variety of different closure types.



WOMEN'S  
**9**TWENTY®

**1** ADJUSTABLE

Open back style with adjustable closure

**2** UNSTRUCTURED CAP

Women's fit relaxed front panels for a casual, well-worn shape

**3** FULL CURVED VISOR

Smaller cut than a Men's visor. Ready to wear, no "break-in" needed

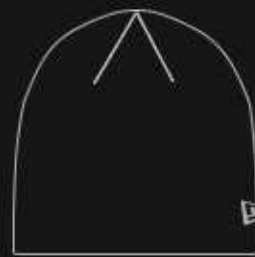


# KNITS

The New Era Knits collection offers a wide variety of styles ranging from classic beanies to unique peruvians all in Men's, Women's and Kid's sizing. The yarns and fabrics are engineered specifically for each style with cuffs, poms, and other features varying in size based on design.

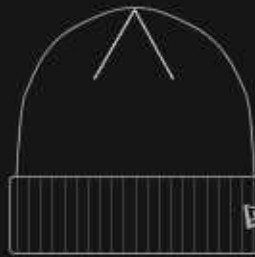
## BEANIE

Classic beanie style



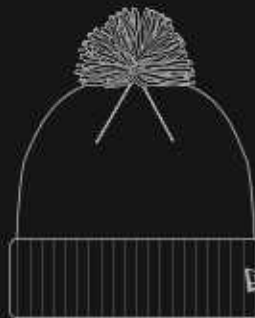
## CUFF BEANIE

Classic beanie style with cuff



## CUFF POM BEANIE

Classic beanie style with cuff and pom



## PERUVIAN

Double tassle style with pom and ear flaps



## TRAPPER

Flip-up front style with oversized ear flaps



# ADDITIONAL STYLES

In addition to our core styles, New Era has designed, developed, and perfected a wide variety of unique silhouettes in Men's, Women's and Kid's sizing.

## 19TWENTY®

True fitted,  
unstructured,  
flat visor



## PILLBOX

True fitted,  
Circular crown,  
flat visor



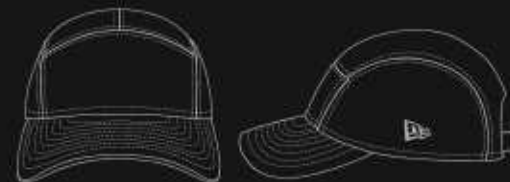
## CAMPER

Adjustable,  
unstructured,  
flat visor



## RUNNER

Adjustable,  
unstructured,  
curved visor



## THE GOLFER

Adjustable,  
structured insert,  
flat visor



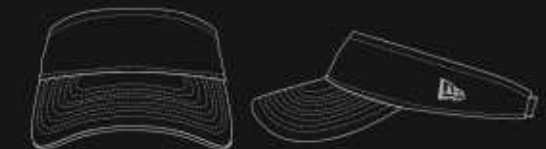
## MILITARY

Stretch-fit or  
adjustable,  
squared crown,  
multiple styles



## VISOR

Adjustable,  
curved visor



## BUCKET

Stretch-fit or  
fitted, multiple  
styles

