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By:



GAP Favorites: Alanis Morissette, Joss Stone, Destiny's Child singer Michelle Williams and Keith Urban

These are some of the famous artists who will appear in clothing retailer Gap Inc.'s fall "Favorites" advertising campaign.

Alanis Morissette, Joss Stone, Destiny's Child singer Michelle Williams and Keith Urban will appear in clothing retailer Gap Inc.'s fall "Favorites" advertising campaign, by wearing a pair of Gap jeans while performing a cover of a song. Alanis Morissette and Joss Stone, who are veterans of Gap advertising, interpret Seal's "Crazy," Irving Berlin's "Check to Cheek" and the Beach Boys' "God Only Knows," respectively, while country singer Keith Urban runs through Billy Thorpe's "Most People I Know Think I'm Crazy," and Destiny's Child Michelle Williams takes on the Al Green classic "Let's Stay Together." Among the other artists who joined the Gap campaign are John Legend (the Isley Brothers' "Hello It's Me"), Jason Mraz (Bob Marley's "One Love") and Incubus' Brandon Boyd (Elvis Costello's "Alison"). The songs performed by Gap's "Favourites" are to be completed with a director's cut of the commercial and behind-the-scenes footage and will be included on an eight-track CD that will be distributed at Gap stores and Gap.com. Gap customers will receive the CD, while supplies last, as a gift with any Gap purchase of \$60 or more from September 1 - September 17, 2005. The first element of Gap's fall 2005 marketing campaign features the iTunes Music Store (www.itunes.com) to help introduce three new denim fits for women (Curvy, Straight and Original) and one for men (Straight). "Much like your favorite music, your favorite jeans are a unique expression and reflection of your individual style," said Jeff Jones, executive vice president of Gap Marketing. "The relationship between jeans and music is a hallmark of Gap's identity, so we're thrilled to team up with iTunes to bring this connection to life for our customers." The Favorites campaign will be highlighted at the MTV Video Music Awards, which are being held in Miami on August 28. This marks the second consecutive year Gap has sponsored the awards and Gap's presence this year will be bigger than ever, with multiple programming elements and events throughout the week. Further details about this sponsorship will be announced in August. (PR Newswire)