



Cut from the same California cloth



The same desire to build something iconic that will stand the test of time. The same enduring sense of aesthetic and design that the world loves to wear, day in day out.

Gap clothing has always been fashioned from timeless, classic styles combined with a pioneering sense of the new. New fabrics, sustainably sourced and soon, perhaps even clothing embedded with technology.

After all, it's the Californian spirit, to be early adopters, trend-setters and future-shapers.

California Cool since 1969

GAP



The recognizable Frisco free spirit



No matter how much times change, there are some pleasures that endure. The ease and freedom we experience in well-designed garments, that the world loves to wear.

Gap clothing has always been fashioned from timeless, classic styles combined with a pioneering sense of the new. New fabrics, sustainably produced and hopefully soon, clothing embedded with technology.

Unmistakably Frisco. To constantly seek the new, without giving up what works remarkably well.

California Cool since 1969

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Pioneering ideas that change the world



From the home of breakthrough ideas and big tech, we've been fashioning the future of smart casual wear that has captured the imagination of the world.

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Don't take our word for it. The tech tycoons of California changed the rules of office-wear with clothing like ours.

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Where East and West surprisingly meet



San Francisco, the last frontier of the “Go West” men is where the influence of the East can be most felt. And worn, day in, day out.

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Beyond Frisco, to the rest of California, this cosmopolitan spirit informs our design aesthetic. As the world knows only too well.

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The Big Sur of big ideas for tomorrow

Driving down the stunning coastline winding around The Big Sur is always the thrill of discovering something new. Like our sense of aesthetic and design that has shaped the future of casual wear.

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True to Californian form. Innovate, create and fashion new ideas for tomorrow.

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Eclectic Frisco flavours everywhere



There are so many flavours to Frisco life and it's this cosmopolitan spirit that we bring into our clothing as well. Sunrise to well after sundown, you can live in our clothing.

Gap clothing has always been fashioned from timeless, classic styles combined with a pioneering sense of the new. New fabrics, sustainably produced and hopefully soon, clothing embedded with technology.

After all, California is always inventing something new. With an optimism that is hard to beat.

California Cool since 1969

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Travels well beyond California's shores



Great ideas have always flowed out of California as easily as we've accepted them from the rest of the world. Little wonder, Gap clothing is what the world loves to wear, day in, day out.

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California's inventive spirit, our sunshine state optimism and our smart, casual clothing are just a few things that travel well.

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Sunshine state and the living is easy



You don't have to visit the Napa Valley to know that the best things take time. It's the same with clothing that is designed with attention to effortless style and comfort.

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It's in the Californian spirit to look forward, imagine a better life and work hard at it. Living in Gap is easy.

California Cool since 1969

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Think denim, the fabric of life



Hard to believe that denim was born as workwear in California centuries ago. Today our denim garments are what the world loves to wear.

Gap clothing has always been fashioned from timeless, classic styles combined with a pioneering sense of the new. New fabrics, sustainably produced and hopefully soon, clothing embedded with technology.

Denim in our hands is transformed into comfortable and relaxed casual clothing you can wear anywhere. It doesn't get more Californian than this.

California Cool since 1969

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