1 VANS

2 BEATS

3 NIKE

4 PACSUN

5 APPLE

BRANDS

UNDER ARMOUR 6

1. VANS Endorsements by star skateboarders reinforce the laid-back, California-casual vibe of this sneaker brand.
2. BEATS High price tags are no deterrents for fans of the colorful, bass-heavy, on-ear headphones.
3. NIKE The sports outfitter is the most popular clothing brand among teens and millennials.
4. PACSUN Kendall & Kylie, the Kardashian/Jenner family's teen clothing line, helps this fashion retailer to attract teen shoppers.
5. APPLE The maker of the iPhone® and the iPad® is the favorite tech brand in the teen market.
6. UNDER ARMOUR Serious athletes (and those who want to look like them) are willing to pay premium prices for this high-performance athletic apparel brand.

FORBES MOST VALUABLE BRANDS

1. APPLE: $124.2 BILLION
2. MICROSOFT: $63 BILLION
3. GOOGLE: $56.6 BILLION
4. COCA-COLA: $56.1 BILLION
5. IBM: $47.9 BILLION
6. MCDONALD'S: $39.9 BILLION
7. GENERAL ELECTRIC: $37.1 BILLION
8. SAMSUNG: $35 BILLION
9. TOYOTA: $31.3 BILLION
10. LOUIS VUITTON: $29.9 BILLION

http://www.forbes.com/powerful-brands/list/#page:1_sort:0_direction:asc_search

PHOTO CREDITS: AP/Gene J. Puskar, iStock/NoDerog, Shutterstock/Teguh Mujiono, AP/Mark Zaleski, Savostyanov Sergei/ITAR-TASS Photo/Corbis, Eric Cheng/Barcroft Media/Landov, Getty/NBC NewsWire, AP/Richard Drew, Dan Harr/Splash News/Corbis, Getty/Timur Emek, Rachel Megawhat/Demotix/Corbis, AP Photo, Aristidis Vafeiadakis/ZUMA Press/Corbis, Evan Agostini/Invision/AP, Getty/Winter/PMA2014, Getty/Kevin Kane, Joe Stevens/Retna Ltd./Corbis, Getty/Ethan Miller, Photo by Wade Payne/Invision/AP, Rex Features via AP Images, Chad Batka/Corbis, Bob King/Corbis, Getty/SI Cover, William Perlman/Star Ledger/Corbis, AP/Russell LaBounty/NKP, AP/Mark Baker, Roberto Maya/Fotoarena/Corbis, DAVID GRAY/Reuters/Corbis, AP/Joe Mahoney, Lionsgate/courtesy Everett Collection, Universal Pictures/Courtesy Everett Collection, Focus Features/Courtesy Everett Collection, Copyright 20th Century Fox Netherlands/Courtesy Everett Collection, 20th Century Fox Film Corp/Courtesy Everett Collection, ©Walt Disney Studios Motion Pictures/Courtesy Everett Collection, ©Walt Disney Studios Motion Pictures/Courtesy Everett Collection, ©Walt Disney Studios Motion Pictures/Courtesy Everett Collection, ©Walt Disney Studios Motion Pictures/Courtesy Everett Collection, Columbia Pictures/courtesy Everett Collection, Kyodo via AP Images, J. Scott Applewhite/AP/Corbis, Mel Longhurst/Corbis, AP Photo/Matt Rourke, Getty/Pool, Bryan Denton/Corbis, AP Photo/Scott Fain, DAVID MCNEW/Reuters/Corbis, AP Photo/Pablo Martinez Monsivais, AP/Seth Wenig, Getty/Artist Handout, Getty/Axelle/Bauer-Griffin, Getty/Jeffrey Mayer, Richard Levine/Demotix/Corbis, AP/Christophe Ena, Getty/Bradley Kanaris, Getty/Don Arnold, Getty/Bradley Kanaris, Getty/Kevin Kane, Getty/Alexander Tamargo, Xavier Collin/Celebrity Monitor/Splash News/Corbis, Getty/Christopher Polk/ACMA2014, AMC/courtesy Everett Collection, Getty/Eric McCandless, Getty/NBC, Fred Kfoury III/Icon Sportswire 482/Fred Kfoury III/Icon Sportswire/Newscom, Getty/Ron Tom, Getty/Tony Rivetti, Getty/Guy D'Alema, Getty/CBS, Getty/Disney XD, Getty/LOIC VENANCE, Getty/Justin Sullivan, AP/Barry Brecheisen/Invision, AP Photo/Matt Rourke, File, Getty/Christian Petersen, Getty/Steve Dykes, Getty/Jason Miller, Getty/Image Source, Getty/anzgrossetkino, Adam Rose/ABC Family via Getty Images, Cal Sport Media via AP Images, Rob Hoffman/Invision for Parkwood Entertainment/AP Images, AP Photo/Patrick Semansky.

SUSTAINABLE FORESTRY INITIATIVE
Certified Chain of Custody
Promoting Sustainable Forestry
www.sfiprogram.org
SFI-00633

Jostens®

©2015 Jostens, Inc., Printed in USA
14-0712 (1363)