



The new collection

Made to measure



Spring & Summer '23



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Summer at your fingertips

Imagine this: blue skies, a warm breeze and the hot, fiery sun. Now look down... what are you wearing? Whatever the garments, we're sure they're united in their lightweight, comfortable and breathable qualities — and we've stocked (y)our new SS23 collections accordingly. From three-piece summer wedding suits and smart-casual office wear to (new!) custom knit T-shirts and super-stretch jeans, the sartorial world of summer is soon to be at your fingertips. So, what can you expect?

We're sure you're no stranger to the concept of *sprezzatura*, an Italian word that can best be described as 'the art of nonchalance'. No garment better embodies this fashion sense than (y)our informal jacket, and no season better lends itself to this attitude than summer. Whether made as a lightweight, smart-casual layer in seasonal pure linen or a four-season water-repellent technical fabric, the informal jacket can be made into whatever 'elegant nonchalance' means to you. For example, you can easily create a dapper utility look by combining your newest, most-casual informal jacket design option — the zip closure with snap buttons (p. 11) — with patch or bellow pockets on the chest and/or sides. Or create your own relaxed-formal attire with your classic lapel, 2.5-button closure and flap side pockets (p. 20).

What to wear underneath this effortless staple? May we suggest (y)our luxuriously soft, brand-new knitwear quality, cotton & cashmere (p. 25), in a short-sleeved version of your tastefully refined, brand-new knitwear model, the straight T-shirt (p. 27). Lightweight and breathable, both of these expansions to your knitwear repertoire will help you get creative with your smart-casual ensembles, even in temperatures above 30°C (86°F). Flip to pages 15-17 to get the whole scoop.

Further in line with the *sprezzatura* feel is your newest shoe model, the mid-top city loafer with laces — a new spin on the successful mix of a sneaker, loafer and dress shoe, as introduced last season (p. 143). For those more formal moments, your new stretch summer wool suitings are an impeccable match for your new, extra-bendable Blake Flex make, now available for your formal round shoes — offering the same proper, sophisticated look with an entirely new, summer-ready sensibility (p. 145).



‘Whatever this season brings,
we’re here to help you each step of the way.’

Given the fast-rising popularity of separates, it's more important than ever to make sure your wardrobe is complete with a comfortable range of trousers, chinos and 5-pockets to match the season, for example in seersucker, tropical wool and lightweight cotton (p. 43 and 46). What's more, we're confident (y)our newest super-stretch, ultra-lightweight denim quality will completely revolutionise your concept of warm-weather jeans (p. 40). Made, as always, in the style of your choosing and to your exact specifications.

Also more relevant than ever: making sure your shop is ready for wedding season. Luckily, many catch-up weddings have already taken place this year, but did you know this increase in weddings is expected to continue through the end of 2024? For you, this of course means a big opportunity when it comes to helping grooms and their wedding parties prepare for the big day. On pages

69-76, you'll find our wedding bestseller lists to make advising your customers an easy no-brainer.

Whatever the coming season brings, we're here to help you each step of the way. If you're still buying your ready-to-wear collections the old-fashioned way — requiring big financial commitments months in advance — then (y)our instant ready-made module will give you the flexibility every entrepreneur needs in these uncertain times (p. 7). With a minimum order of just two identical pieces, delivered in just 4-6 weeks. And if we can be of service another way? Give a shout. After all, we're on your team come (figurative) rain or shine — with our sunglasses posed and ready!

Happy creating!

Team Munro Tailoring

Instant ready-made

What you want, when you need it

From suits and knitwear to jeans, shoes and everything in between, (y)our instant ready-made module allows you to purchase what you want, when you need it, according to your exact specifications. So you'll be ready to help whoever walks through your doors or visits your webshop, even the customers who need a solution *right now*.

To do this, you no longer need to guess how the world will look in six months. Inflation, war, a possible recession, the energy crisis — no one is psychic, and committing your entire ready-to-wear budget months in advance is particularly problematic in uncertain times. We truly get it. With a minimum order of just two pieces, we make it possible for you to create your ready-to-wear collections on an ongoing, flexible basis. 24 hours a day, 7 days a week, 365 days a year. It's as easy as:

1. Browse (y)our collections
2. Select your garments, sizes, details and brand logo
3. Receive your unique ready-made items within 4-6 weeks

Feel free! And know we're stocked and ready to help you make this coming season a success — come what may, together. Click on the ready-made module in GoCreate to start creating your SS23 and 365 ready-made collections today or contact your business consultant for assistance.



Jacket: BL0022
Knit: K10126
Jeans: WAS018, WAS019 & WAS020
Shoes: SUS08



Informal Jackets

When you think 'spring and summer', images of lightweight, comfortable and breathable garments immediately come to mind. The obvious style for this aesthetic? (Y)our informal jacket. As an extra-practical staple, your informal jacket in a seasonal fabric makes for the ideal lighter, smart-casual layer or summer outwear, perfect for the office or a weekend engagement.

Now get ready to meet its newest, most-casual design option: the 'zip with snap buttons' closure. This alternative style becomes a tailored athleisure look when combined with pockets hidden in the side seam, or a quick and easy utility jacket when paired with bellow or utility patch side pockets. Live on GoCreate from 23 January!

Your choice of fabric, of course, plays an equally large role in determining its look and feel. For summer, we recommend opting for extra breathability in the following forms:

- . Pure linen or linen blends, for classic nonchalance and textured coolness.
- . Denim looks, for a soft, casual vibe and everyday versatility.
- . Pure cotton, for an informal, durable quality with timeless character.
- . Animal-friendly faux suede or water-repellent tech fabrics, for stylish outerwear that's adaptable to every season.





BL0025

Customise your informal jacket

Coming soon!

New closure: zip with snap buttons

Brand-new this season, you and your customers can soon mix your new zip closure — including snap buttons up to the neck and a shirt-style collar — with bellow or utility patch pockets on the chest and sides for an instant utility look. Or combine this new design option with a water-repellent peach skin fabric and pockets in the side seam, as pictured here, for a breathable, lightweight and sophisticated layer of protection from the elements. Yours for the choosing from 23 January in almost all of your 365 and seasonal suit and jacket fabrics, with the exception of only your most delicate textiles.

Tip: is your customer ordering the zip with snap buttons to wear as an overlay? Then we recommend slightly increasing the chest, waist and hip measurements in his jacket FitProfile to compensate for the tightening that naturally occurs when the zip is fully closed.

Five informal jacket styles for spring and summer

Have a vision? The choice is yours. Strategically mix and match your fabric and design options to style the informal jacket as you see fit — for example, in one of these five seasonally appropriate combinations. Also available as instant ready-made with a minimum order of only two pieces, delivered to your doorstep in just 4-6 weeks.



01

Water-repellent informal jacket with zip



For a soft, sleek jacket with superior water repellence and a versatile, four-season weight, your 365-Seasonal light blue peach skin, combined with your new zip closure and pockets in the side seam, will more than fit the bill. Ready for a summer adventure when paired with your new super-stretch jeans in the nearly matching colour of 'used blue', and sand-coloured accents in the form of sneakers and a cotton & cashmere polo.

Informal jacket: BL0025
 Knit: K10126
 Jeans: WAS019
 Shoes: SUS06

02

Utility jacket with buttons



Creating an elegant and breathable utility look, this cool twill in thyme green with a 5-button closure, pleated sleeve cuffs and utility patch side pockets mixes a hint of the iconic military garment with an extra dose of luxury and heaps of charm. A definite asset for your relaxed occasions and weekend affairs, pictured here over a moss green polo with zip, paired with white cotton 5-pockets and low-top city loafers in sand-coloured summer suede.

Informal jacket: 8888
 Knit: K10131
 5-Pockets: COL001
 Shoes: SUS05

03 Safari jacket



Rugged yet refined: your exquisite summer blend of wool, hemp and silk in sand with a taupe glencheck walks an intriguing sartorial line when combined with a rounded welt chest pocket, safari side pockets with buttons, sleeve cuffs with pleats and an internal elastic cord. Paired with a white crew neck in cotton & cashmere, white drawstring chinos, and mid-top city loafers in chocolate brown summer suede for casual wear at its finest.

Informal jacket: 8875
Knit: K10013
Chinos: COG013
Shoes: SUS03



04 3-button informal jacket



Come for the office, stay for the after-work drinks with colleagues in this relaxed spin on your classic suit, featuring your 3-button informal jacket made with a rounded welt chest pocket, utility patch side pockets and a matching pair of flat-front trousers with turn-ups. Crafted here in a modern light blue glencheck made from 52% linen and 48% wool for extra style and breathability, and worn with a dark blue button-up with matching pocket square, a dark blue tie and your split-toed Bluchers in chocolate brown suede.

Informal jacket: 5781
 Shirt: SH00255
 Tie: TS737
 Pocket square: TGREN006
 Trousers: 5781
 Shoes: SDE06

05 2.5-button informal jacket



As your dressiest combination, the informal jacket's relaxed silhouette mixes with your 2.5-button closure, rounded welt chest pocket, flap side pockets and matching flat-front trousers to give the wearer a slightly more casual, youthful vibe than its traditional suit counterpart. A perfect match for your more casual fabrics, such as this lightweight, irresistibly cool blend of sand-coloured linen and wool with an off-white windowpane. Styled for a day at the office with a crisp white button-up, dark taupe tie and summer penny loafers in nut brown suede.

Informal jacket: 5751
 Shirt: SH00162
 Tie: TS739
 Pocket square: SH00162
 Trousers: 5751
 Shoes: SUS03



You're in control

Mix and match the informal jacket's design options in the fabric of your choosing and to your exact liking — for instance, in one of the 10 combinations shown on this page:

1. 2.5-button closure with rounded welt chest pocket and flap side pockets
2. 5-button closure with left utility patch chest pocket and utility patch side pockets
3. 4-button closure with two safari chest pockets and safari side pockets, both without buttons
4. 5-button closure with left utility patch chest pocket and utility patch side pockets
5. 4-button closure with rounded welt chest pocket and safari side pockets with buttons
6. 4-button closure with two safari chest pockets and safari side pockets, both without buttons
7. 2.5-button closure with rounded welt chest pocket and flap side pockets
8. 4-button closure with rounded welt chest pocket and safari side pockets with buttons
9. Zip closure with left utility patch chest pocket and utility patch side pockets
10. 3-button closure with rounded welt chest pocket and side seam pockets





Knitwear

Knitwear...for summer? That's right: the modern man's wardrobe definitely becomes more charismatic and comfortable with a few carefully selected summer knits at his disposal. For example, in cotton & cashmere, (y)our newest yarn quality.

Breezy, lightweight and moisture-absorbing, this new quality's use of 85% cotton keeps you carefree and comfortable even in temperatures above 30°C (86°F), while its 15% cashmere treats your skin to a luxuriously soft touch. Perfect for any model with short sleeves, including (and especially) your newest knitwear model: the straight T-shirt. Featuring a more casual, relaxed fit, a crew-style neckline, and elastic-free hems on the sleeves and body, your new knit T-shirt will immediately

elevate your weekend ensembles and tone down your more tailored, smart-casual looks.

Plus, your options don't stop there. Both your extra-fine merino wool and your cashmere & silk qualities are also extremely wearable as temperatures rise — the former a durable, four-season mix of softness and breathability, the latter the most plush, lightweight quality of all.



Customise your knitwear

New yarn quality: cotton & cashmere

By adding this dependable, premium blend of 85% cotton and 15% cashmere to your choice of yarn qualities, we're giving you yet another option for your warm-weather knitwear creations. With a soft, silky feel and effective regulation of airflow and body heat, your new cotton & cashmere quality has a slightly robust, matte appearance and is particularly wearable from early spring through the end of autumn.

Available knit types: single yarn solid and double yarn solid.

Available colours: 25

Best suited to: moderate to warm temperatures.

Popular models: polo, T-shirt and crew neck. Also a good match for short sleeves.

Customise your knitwear

New model: the straight T-shirt

Once exclusively considered an undergarment, sartorial conventions around the T-shirt have undergone quite the transformation over the last 100 years: from purely practical to rebellious fashion statement (thanks, James Dean!) to its current 'unmissable' status in the modern wardrobe. And you won't find a classier T-shirt than this one: your new model combines the elegance of your knitwear qualities — in the fine drape of cotton & cashmere, cashmere & silk or extra-fine merino wool — with a straighter silhouette, a crew-style neckline, and elastic-free hems on the sleeves and body, for a more relaxed, casual fit. With your choice of sleeve length and personal monogram, to make the look even more your own.





Get inspired

With your range of warm-weather design options, silhouettes, and yarn qualities in mind (cotton & cashmere, cashmere & silk, and extra-fine merino wool), the following pages feature your key spring and summer knitwear pieces — but just the tip of the iceberg when it comes to what's possible this coming season.

Tip: the natural stretch and versatility of knitwear make it particularly interesting for your instant ready-made collections. Finished, as always, with your brand logo and delivered in 4-6 weeks.

The polo

First on our list for a reason, your polo — with or without a zip or buttons, short-sleeved or long-sleeved — may be the most versatile model of all. Worn with trousers and penny loafers for a smart-casual summer look, or jeans and sneakers for a weekend getaway.



K10115



K10123



K10124



K10014



K10116



K10116

The knit T-shirt

A more sartorial take on the classic T-shirt, we predict this new model will quickly become a wardrobe basic for you and your customers. Adaptable for countless outfits and occasions, from under an informal 2.5-button jacket to paired with chinos, a hoodie and sneakers.

Zips

The beauty of the modern zip closure lies in its simplicity: no frills, no fuss. Plus, extra coverage on relaxed, more breezy evenings. Available in full-zip and half-zip models with a mock neck or hoodie, and with your choice of pockets, sleeve length (short, long or none) and monogram.



K10123



K10077 & K10083



K10001



K10090



K10126



K10118 & K10126

The lightweight crew neck

Need an everyday staple for summer? You can't go wrong with a comfortable crew neck. Choose from a slim or wide neckline in a light cashmere blend or extra-fine merino wool.

Your knitwear POS

New 'feeler' swatches

When helping customers design their own knitwear, we must, of course, be wise to the effects of each yarn quality and knit type (i.e., single yarn solid, double yarn solid or half English rib). To help bring these choices even more to life, we're supplementing your current collection cards — which will continue to be your best reference for colour — with one new 'feeler' swatch for every available knit type per quality.

Included in your SS23 seasonal shipment box, these 12 new feelers can easily be added to your collection-card swatch ring to give you and your customers a better sense of the differences in thickness, texture and character per knit type/yarn quality combination.



Trousers, chinos, 5-pockets & jeans

What to wear from the waist down this spring and summer?

As you know, there are plenty of options, both in terms of fabrics and design details. To help you and your customers decide, the following pages highlight some of our favourite choices and their benefits — including our brand-new super-stretch (and super lightweight!) denim quality.

New this season:

- 9 oz. super-stretch denim in 1 shade of black and 5 shades of blue, including the option of a new faded wash effect (only available in your 4 lightest blues)
- Cotton and lyocell stretch corduroy, available in 5 colours for your chinos, 5-pockets and trousers.
- 4 new colour options for the pocket linings of your chinos, jeans and 5-pockets
- 6 new colour options for the pocket linings of your trousers





WAS020



WAS020, WAS019, WAS018, WAS017 & WAS021

Super-stretch denim

If you're looking for your next favourite pair of jeans, look no further than your new, 9 ounce (oz.) super-stretch denim quality. Compared to traditional denim, which weighs between 11-13 oz. (FYI: measured per square yard), this 9 oz. beauty is incredibly lightweight and noticeably more elastic than your average stretch jeans. In addition to dramatically increasing the comfort of the wearer in hot and humid climates, this new quality offers increased softness and flexibility all year round, and is great for creating a skinnier fit (just use FitTools 'take in 1/2 thigh', 'take in 1/2 knee', and 'take in 1/2 hem').

Woven, dyed and washed in Italy by Candiani, your new 9 oz. denim is available with a classic waistband and in six different hues — one black and five shades of blue. Want to add a washed effect? Available in your four lighter blues, the result will be a faded look on both the front- and backsides, instead of whiskers on the hips. Like always, we recommend ordering a TryOn series to help manage your customers' expectations in terms of fit and feel.

Summer jeans

Be it with laid-back sneakers or shoes in your new Blake Flex make, these jeans (and more!) are sure to jibe with the warmer seasons' more relaxed feel.



Selvedge denim

Lightweight denim

Denim is known for its breathability, but if you haven't yet experienced the difference a lightweight, super-stretch denim can make when it comes to beating the heat: you're in for a treat.



Super-stretch denim with washed effect



Super-stretch denim with washed effect

Summer chinos

When the going gets hot, a few lightweight basics will take you a long way — a category to which the following chino styles undeniably belong.



COG014



COG013

Dress chinos

Cotton

When jeans are too casual, but trousers too formal, a smart pair of cotton chinos will hit that sweet, in-between spot. Best in a thin, light weight for maximum summer comfort and breathability.



COL024

Pleated chinos



COG014

Cargo chinos

Summer trousers

Trousers today are the sophisticated man's workhorse: they'll take you wherever you need to go, depending on how you style them. When it comes to the sunny season, the following three fabric types provide an optimal mix of comfort and style.

Tropical wool

Offering all the benefits for which wool is highly praised, such as durability, softness and resistance to wrinkles, the name 'tropical wool' refers to a plain weave made from lightweight, single-ply yarns to further enhance its natural breathability in warmer climates.



5750

Drawstring trousers



5782

Seersucker drawstring trousers

Linen (blends) and seersucker

Why is linen such a popular choice for summer? Because its hollow fibres allow your body heat to easily escape, while its looser weave allows for optimal air circulation and moisture wicking. To minimise wrinkles while maintaining these desirable qualities, linen is often blended with other fibres such as cotton or wool.

In the case of seersucker, its unique weave produces a thin, puckered surface that naturally hangs away from the body. Helping keep you breezy and comfortable, this effect creates a cooling layer of air between the garment and your skin. Added bonus: you'll never need to iron these beauties.



EVE048

Linen-blend dress trousers



EVE045

Linen-blend bermuda



Seasonal Jackets

From outdoor getaways and boat trips to patio lunches and drinks by the pool: one of the best parts of spring and summer is more time spent outside. With the sun (hopefully) shining and the weather sweet, your choice of jacket material can make or break your efforts to stay cool while looking sharp.

Whether you opt for an informal sartorial look in pure linen, a tropical-weight basketweave with added stretch, a breathable blend of wool and silk with linen or hemp, or any of this season's other 42 new jacket fabrics, these SS23 beauties provide an optimal mix of form and function — so you can focus on an optimal mix of work and fun.

New this season:

- 42 new seasonal jacket fabrics
- 17 updated and refreshed colours for your Alcantara undercollars, elbow patches and throat tabs
- 'Welt ticket pocket' design option, live from April
- 'Double patch' design option (right, left or both) available with patch side pockets, live from April
- 'Wide straight' lapels design option for your double-breasted jackets, live from April



Seasonal highlights

Lightweight and luminous



8870

Wool, silk and linen: the soft, elegant drape of wool combines with the luxury of silk and earthy texture of linen for a lightweight, breathable blend with unmistakable summer appeal. Available in two understated herringbones and one mixed-blue houndstooth.



8900, 8886 & 8870



8900



8878

Silk and wool: keep your eyes peeled for this unique blend of 55% silk and 45% wool in one Prussian blue and, pictured here, one taupe with light blue glencheck. Extra dressy with a white shirt and tie, and effortlessly chic over a denim button-up or jersey popover.

Seasonal highlights

The art of elegance



8905

Wool, silk and linen: the gold standard for summer twill, this exclusive blend of natural fibres features a dignified drape and soft, lightweight feel. Available in four easy-to-combine colours, pictured here in taupe, dark green and denim blue.



8879



8905, 8892 & 8879

8910 & 8889



8881



8897



8910, 8889, 8881 & 8897

Wool, silk and linen by Loro Piana: for that rakish *sprezzatura* look, each check, windowpane, houndstooth and herringbone made in this luxurious seasonal blend will make the perfect canvas thanks to their slightly slubby textures, light sheen and buttery weightlessness. The rest is up to you.

Seasonal highlights

Textured yarns



Wool, silk and linen blend by Loro Piana: the distinctively nubby, open texture of bouclé combines with a slightly heavier summer weight to create a free-spirited jacket with plenty of class. Available in two time-honoured, earthy glenchecks.



Pure cotton: well-loved for its mix of strength, breathability and comfort, nothing says 'suave' quite like this time-honoured twill weave in clean 100% cotton. Available for spring and summer in one thyme green and one denim blue.

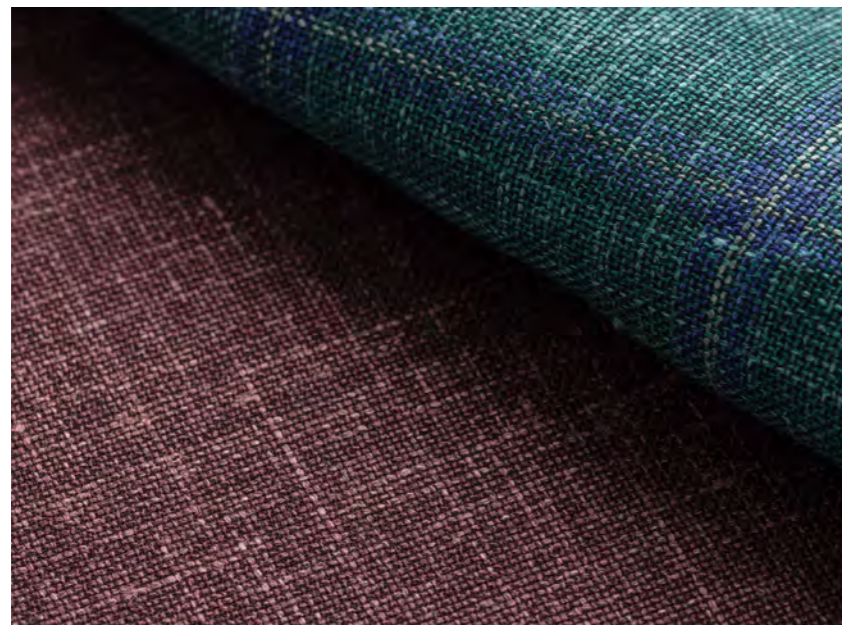


Seasonal highlights

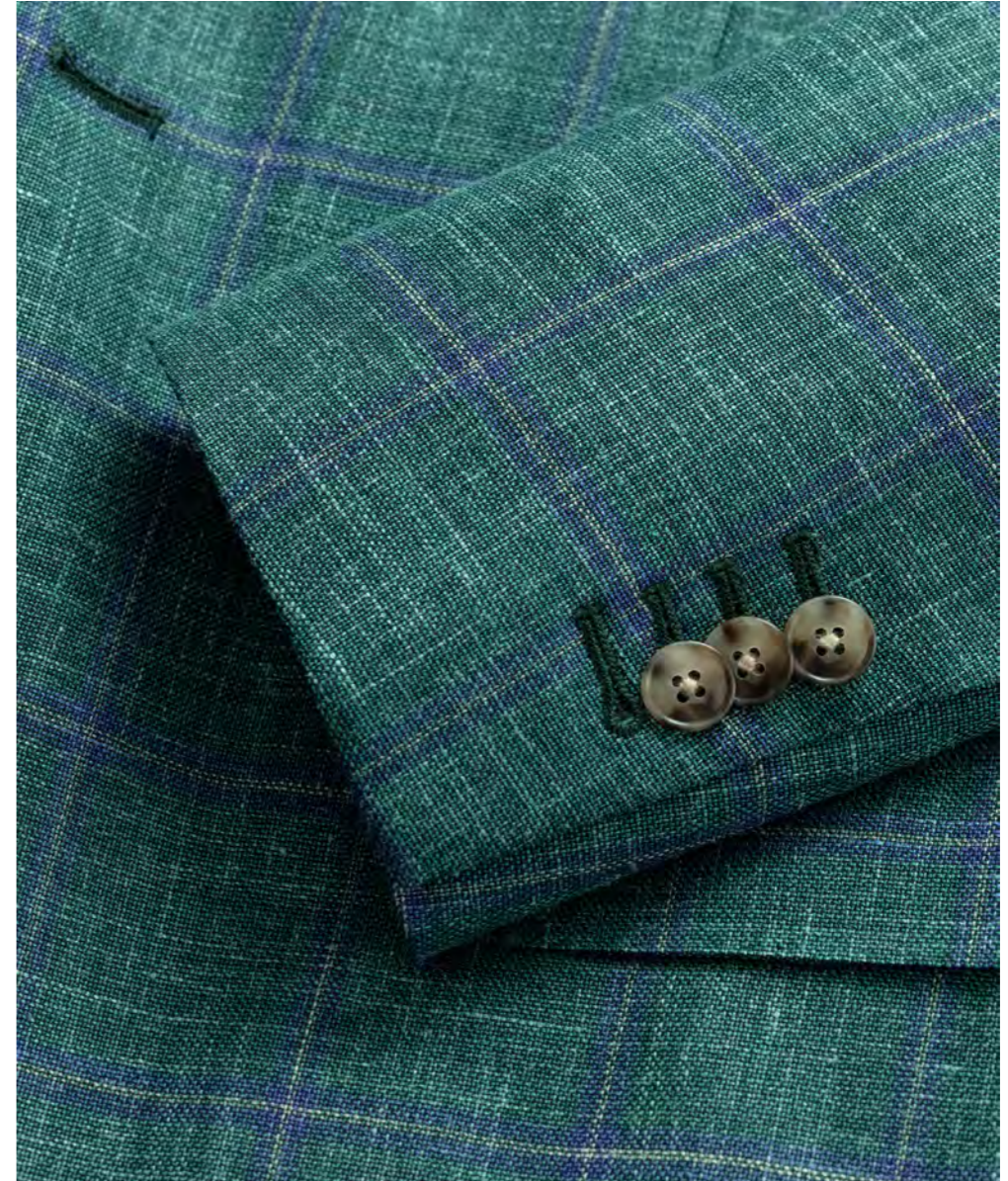
Stretch basketweaves



8915



8915 & 8891



1688

Wool, silk and linen with stretch by Loro Piana: offering a twist on the classic summer blend, your four new SS23 stretch basketweaves in subdued jewel tones provide plenty of room to move and stretch. Pictured here in jade green with checks and wine red.

Seasonal highlights

Classic character



8896

Wool, cotton, silk and linen by Loro Piana: for a refreshing break from the norm, we highly recommend this brand-new summer quality with a large chestnut windowpane on a breathable, small houndstooth in navy and sand.

Denim look: this all-natural blend of cotton, hemp and lyocell ensures extra wearability in high temperatures, while its classic indigo colour offers outstanding smart-casual versatility.



6168

Seasonal highlights

Naturally cool



8913, 8872 & 8916

Pure linen: known for its superior breathability, the trick to a jacket in 100% linen is to wholly embrace its laid-back vibe. Available for summer in two navy blues, two bones and one khaki.



8916



8885



Linen and wool: whether with a knit T-shirt and sneakers or a tie and crisp button-up, this light-coloured summer glencheck will optimise airflow while minimising wrinkles thanks to its blend of 60% linen and 40% wool.



8875



Wool, hemp and silk: earthy yet chic, robust yet refined — this sartorial glencheck in sand and taupe offers just the right balance between nonchalance and extravagance.

Water-repellent peach skin jackets

365 & 365-Seasonal Collection



BL0022



BL0025, BL0024 & BL0026

Water-repellent technical fabric:

Is it their soft hand feel, versatile appearance, or four-season, rainy-day functionality that has made this quality a bestseller for three seasons in a row? We're sure you agree: all of the above. With four of your past seasonal favourites now steady in your 365 collection and two new 365-seasonals, in light blue and sand, to choose from.

Faux suede jackets

365 & 365-Seasonal Collection



BL0027 & BL0028

Faux suede:

A soft, low-maintenance fabric with more than just a surprising amount of breathability and great drape, but also no animals harmed in the making. Available in one new 365-seasonal camel colour, one 365 navy and one 365 chocolate brown.



BL0029



Summer weddings

Here come... a lot of future newlyweds!

Pre-pandemic, no one would have guessed how similar the experience of organising a large-scale event could be to learning how to drive: difficult at first, and then with lots of jerky starts, stops and unexpected twists.

Luckily, many couples who had to postpone their nuptials in 2020 and 2021 have finally been able to have their dream wedding over the past year — and it appears this 'catch up' will continue on through 2024. For us sartorial folk, this means an opportunity: we get to help the grooms and their wedding parties look and feel their best when the big day comes.

Research has shown that the **top three criteria** used by grooms to choose a wedding specialist are: **hospitality and personal advice, a wide assortment, and the appearance of the store.**

We also know that as many as 80% of all weddings take place between May and October, and that the average groom buys his wedding suit five months in advance. What does this mean for how you're planning to style your shop? If you don't have an answer to this question yet, there's no time like the present!

Once they're in the door, (y)our 365 and SS23 wedding collections will help you assist each customer in creating a look that's perfectly him. Read on for more info and inspiration on what to advise, combine and create. And don't forget to put the drinks on ice!

The wedding collection

To help you advise your customers and provide thoughtful recommendations, we've compiled a list of our most popular colours and bestselling wedding fabrics per category. Because, as we all know, a nearly endless amount of choice can otherwise feel like a blessing *and* a curse — hence, why the groom will generally look to you for guidance.



Popular colours

One thing's for sure: when it comes to achieving a dazzling look, colour can be your best friend. This applies to the groom himself, of course, but also to his wedding party and other guests.

With spring and summer known for being light and colourful, weddings in these months tend to follow this natural trend. Depending on your customer's specific dress code and theme, he may prefer a pastel or natural tone — such as laurel green, sand or light blue — or opt for something bolder and more playful. For example, burgundy can be great for a romantic look, and dark or medium green is often the choice of men who want to stand out without 'going out on a limb'.

But is it okay to wear black, dark blue or grey to a spring or summer wedding? Absolutely. These colours are timeless and can be worn in every season.

365 bestsellers: wedding suits

The trick to finding the perfect spring and summer wedding fabric lies primarily in choosing a lightweight composition and looser weave, allowing for plenty of airflow and breathability. Curious what past grooms and their guests have typically worn? To help you and your customers narrow down the options, we've summarised our top seven bestselling qualities here.



EVE046

Tropical wool and linen stretch blend

Now included in your 365 wedding collection, these top wedding bestsellers from SS22 combine the crisp touch of linen with the durability of wool and a comfortable dash of stretch.

Bestselling fabrics: EVE045, EVE046, EVE047, EVE048, EVE049, EVE053

Solaro tropicals

Made from S100 wool and loved for their slight shine and subtle texture, these four bestselling tropicals are smooth, soft, lightweight and breathable. Highly wearable from mid-spring through early autumn.

Bestselling fabrics: EVE031, EVE033, EVE034 & EVE035

Wool and mohair

Classic, smooth, cool and crisp, these four twill wedding suitings feature a subtle two-tone effect and slight sheen.

Bestselling fabrics: WWM002, WWM003, WWM009, WWM012

Tropical or barathe wool and mohair

A four-season blend of wool and mohair in two blacks and one navy blue. With a smooth, crisp feel, for an effortless, classy tuxedo look.

Bestselling fabrics: TUX003, TUX004 & TUX006

S110 Doppio

A classic pinstripe in grey S110 fine wool. Best sold as trousers and paired with a morning coat.

Bestselling fabric: EVE020

S130 Doppio's

Our top eight wedding twills and micro-weaves, made from S130 double-twisted yarns to ensure an elegant, crease-resistant finish.

Bestselling fabrics: DR061, DR062, DR063, DR064, DR065, DR066, DR067 & DR068

Fancy weave wool

Luxurious S130 wool in a unique, summer-ready weave that allows for optimal airflow.

Bestselling fabric: WEDS021

365 bestsellers: wedding waistcoats

If you're going for a three-piece look, then your waistcoat will generally fall into one of two categories: a one-on-one match (i.e., the three-piece suit) or a contrasting colour. The three-piece suit is the most classic and traditional choice for weddings and, as we know, entails a waistcoat in the exact same fabric as used for the jacket and trousers. Alternatively, a contrasting waistcoat provides a more distinct, contemporary look, made from a fabric consciously chosen to stand out (although not necessarily loudly) from the man's suit and shirt. Our top three bestselling contrasting waistcoat fabrics for weddings include:

Paisley jacquard

A subtle, woven paisley pattern made on a jacquard loom in fine S100 wool.

Bestselling fabric: EVE019

Satin

An elegant ivory satin with a festive shine.

Bestselling fabric: EVE013

Satin-jacquard weave

A refined, ceremonial fabric in ivory with a woven texture of small diamonds, made on a jacquard loom.

Bestselling fabric: EVE015



365 bestsellers: wedding shirts

What must you consider when selecting a wedding shirt?

First, if the bride is wearing white or ivory, then a white shirt is usually the groom's best choice. However, if the bride (or a bridesmaid) is wearing something more akin to cream or beige, then a pure white shirt runs the risk of making her dress look dingy in photographs. In these cases, it's best to opt for an ecru or ivory dress shirt instead. Of course, your more adventurous dressers may also be interested in choosing a colour, for example, a silver-grey or (especially for guests) a light blue or another soft hue.

In addition to the colour, you'll also need to consider each fabric's weave and its properties. By understanding how these translate into terms of wearability, you'll be well on your way to helping each client find his ideal shirt.



SH00006 & SH00111

Satin

Known for its moderate sheen on the outside and matte, silky feel on the inside, the satin weave creates a smooth, luxurious and wrinkle-resistant finish. Recommended for ceremonies and other formal occasions.

Bestselling fabrics: SH00005, SH00006, SH00105 & SH00230

Poplin

As a plain weave, the slightly thinner horizontal threads of a poplin alternate over and then under its slightly thicker vertical threads, creating a vaguely striped appearance. The result is a strong, smooth and durable fabric, with an almost silky hand feel. Recommended for ceremonies and other formal occasions.

Bestselling fabrics: SH00102 & SH00103

Dobby

Characterised by the unique geometric pattern woven into the fabric, a solid-coloured dobby tends to have a faintly striped or dotted texture. Equally wearable with ceremonial and everyday business looks.

Bestselling fabrics: SH00110 & SH00122

Oxford

The Oxford weave is made by alternately crossing multiple horizontal threads over an equal number of vertical threads, resulting in its unique, chequerboard appearance. With a slightly rougher texture, Oxfords are also more durable than most other shirtings and tend to be the least dressy. Highly versatile and recommended for everything from smart-casual weekend looks to informal weddings.

Bestselling fabrics: SH00054, SH00117 & SH00141

Pinpoint

A spin-off of the Oxford weave, the pinpoint is woven more tightly and with finer yarns, creating a more subtle texture that seems to consist of an infinite number of tiny dots. Durable and highly versatile, perfect for formal occasions such as weddings or everyday business looks.

Bestselling fabric: SH00231

Twill

Easy to recognise thanks to its small, diagonal ribs, twill is loved for its softness and drapability. Although it may not look quite as 'crisp' as some other weaves (e.g., poplin), it's relatively easy to iron and resistant to wrinkles. Suitable for formal occasions, including weddings and the office.

Bestselling fabrics: SH00000, SH00111, SH0014, SH0017, SH00119, SH00037

365 bestsellers: wedding accessories

Once the main elements have been decided, you'll want to add the finishing touches. Our advice: don't rush this step! An eye for detail and thoughtful matching — be it contrasting or complementary — are crucial to achieving a polished look.



Bow tie: TSAT002
Pocket square: PSILK029
Ties: TS749, TSILK018 & TS754

Ties

In most cases, a man's choice of tie will greatly impact the overall feel and style of his look. While silk continues to be the most popular choice for weddings, the possibilities are nearly endless. Your most important consideration? Coordination: the fabric of a wedding tie should be thoughtfully chosen to complement the rest of the look impeccably.

Bestselling fabrics: TWD001, TWD002, TWD004, TSILK001, TSILK002, TSILK006, TSILK007, TSILK017, TSILK018 & TSILK019

Bow ties (and tuxedo details)

The biggest difference between a traditional suit versus a tuxedo lies in the latter's silk lapels and buttons. Whether smooth and slightly flashy — like our bestselling satin — or ribbed and perfectly classic — like our bestselling Ottoman — these details should always be made from the exact same fabric. If a bow tie is worn, its texture should be chosen to match the lapels and buttons, while its colour should complement the look as a whole.

Bestselling fabrics: TSAT001, TSAT002, TSAT004 & TSAT005, TOTT002

Pocket squares

The white pocket square — especially when worn with a white shirt, as is customary at weddings — makes a classy accent for virtually any jacket, no matter its fabric, pattern or colour.

Bestselling fabrics: PSILK028 & PSILK029



EVE052, EVE013, SH00006, SH00111 & SDE06

Get inspired

In anticipation of the many great looks we know you'll help your wedding clients create in the coming months, the following pages showcase this season's key ceremonial and event pieces.

Meanwhile, the clock is ticking to get your store prepared and inspire your customers in person. Log on to GoCreate whenever you're ready to start curating your own wedding samples and instant ready-made garments with just a few clicks.



EVE053

Naturally dapper

It doesn't take much to give this 365 light grey blend of stretch wool and linen a wedding spin. A matching waistcoat, white satin shirt, white silk pocket square and white satin silk tie will do the trick on the big day, after which it's yours for business and pleasure for years to come.

Gatsby green

Get the party started in a timeless shade of dark green by opting for this easy, 365 stretch blend of wool and linen. Dressed up to say 'I do' with a white satin shirt with matching pocket square and white satin silk tie.



EVE046



EVE048

Beach vibes

Go with a comfortably chic, three-piece suit to elevate your 365 stretch blend of wool and linen in light taupe for a summer wedding, and pair it with a white satin shirt with matching pocket square and white satin silk tie to complete the look.

Nonconformist

As a mix of brown and grey, the colour taupe is never basic — the darker, the more formal and effortlessly four-season. Wedding-approved in this stretch 365 blend of wool and linen with a matching waistcoat, white dooby shirt with matching pocket square and white satin silk tie.



EVE047



DR064

Blue skies

For a splash of colour, your 365 ice blue S130 wool made from double-twisted yarn ensures an elegant, crease-resistant finish and festive statement. Ready for the altar as a three-piece suit with a white sateen cotton shirt, white silk pocket square and white satin silk tie.

‘Pitti blue’

So often seen on the streets of Florence that it's been given a fitting nickname, this 365 shade of royal blue in fine S130 wool immediately gets that wedding glow when paired with a white satin-jacquard waistcoat, tie and pocket square.



DR065



EYE012

Tasteful eye-catcher

Turn heads in the best way possible with a matching, off-white 365 bamboo jacket and waistcoat with ivory satin tuxedo details and bow tie. Excellent with tuxedo trousers in your navy barathea wool-mohair blend and a crisp white shirt in cotton poplin.

Classic elegance

This bestselling blend of 365 tropical wool and mohair in navy blue with a matching navy satin bow tie, trouser stripes and tuxedo details will never get old. Perfect when paired with the subtle sheen of white cotton twill for your shirt and pocket square.



TUX004



Seasonal Suits

Go ahead (when the time comes): push your flannel suits waaay towards the back of your closet and get ready for a dashing array of seersuckers and linen blends. Light and breathable, (y)our 54 new SS23 suit fabrics can be worn any way you please: to the office, out on the town and — in certain cases — even as separates.

Choose a fabric with stretch for optimum comfort, blends of wool with linen and/or silk for the ultimate summer look, or a stretch wool with high-twist yarns for the ideal, wrinkle-resistant travel suit. And for your festive occasions? We recommend (y)our Solaros, or a new seasonal wool blend with silk or linen for a subtle texture and elegant shine.

New this season:

- . 54 new seasonal suit fabrics
- . 17 updated and refreshed colours for your Alcantara undercollars, elbow patches and throat tabs
- . Pocket linings for trousers in 6 new solid or mélange colours (to expand your current choices of black, white and off-white)



Seasonal highlights

Luxurious linen



5751 & 5756

Linen and tropical wool: the best of both worlds in a lightweight blend of nearly equal parts — breathable linen (52%) and tropical wool (48%). Yours for the making in three glenchecks and one windowpane, pictured here in one sand and one brown with white.



5751

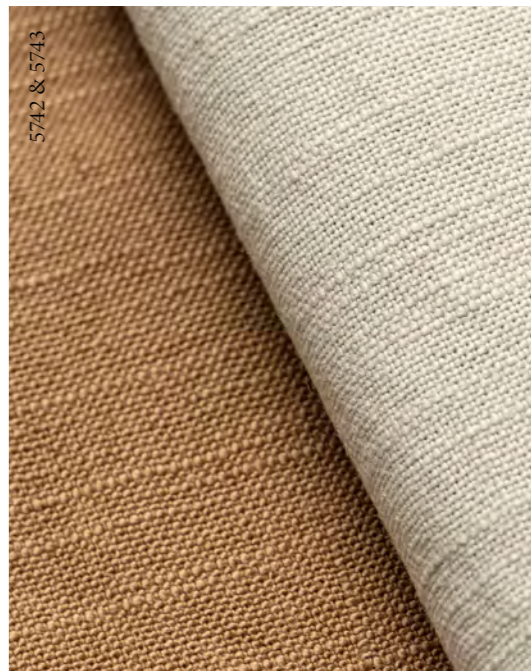


5742

5743



5742 & 5743



Stretch cotton and linen: mix your most iconic raw materials for summer with a touch of stretch and what do you get? A breathable, comfy-yet-chic companion that easily lends itself to all your smart-casual needs.

Seasonal highlights

Ultimate summer blends



5772



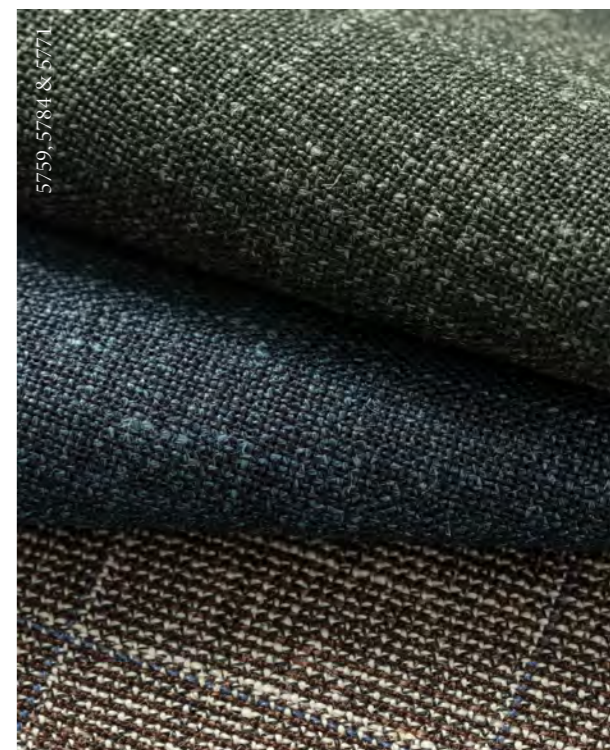
5776 & 5789



5759 & 5784

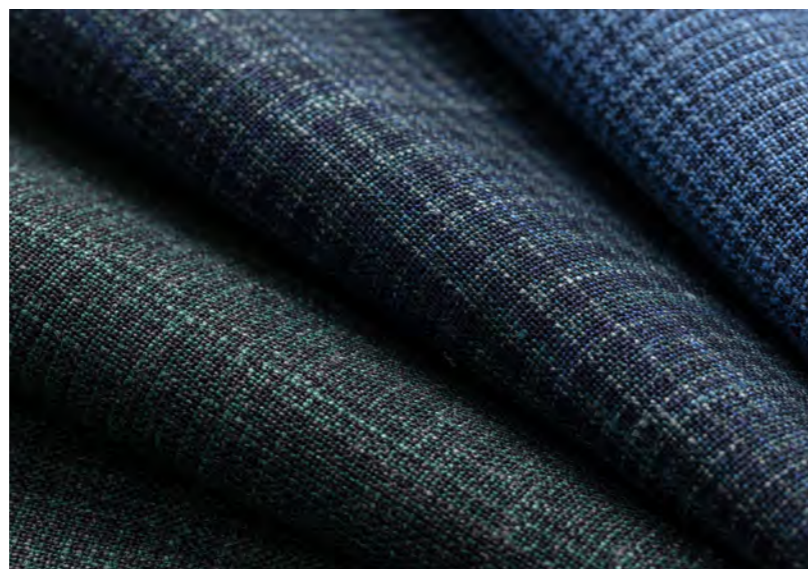


5808



5759, 5784 & 5771

Wool, silk and linen by Loro Piana: introducing 14 exquisite, featherweight tropicals with an elegant sheen, subtle texture and optimal airflow. Available in a variety of solids and checks ranging from burgundy to taupe, pictured here in two greens and one blue.



5772, 5776 & 5789

Wool, silk and linen by Loro Piana: from pale burgundy and mixed green to twilight blue and taupe, these new seasonal standouts are remarkable for their subtle shine, organic texture and ultra-light, airy feel. Available in 16 heathered solids and checks.

Seasonal highlights

Stretch summer wool

Stretch wool by Loro Piana: breathable, crease-resistant wool with a faint micro-structure and added stretch, available in two blues and one bottle green. Your secret weapon for formal affairs.



5775



5775 & 5779

Stretch wool and linen: a lightweight blend of wool and linen in one houndstooth and one glencheck, both in the elegant colours of bone and grey. A superb choice for grooms and their wedding guests.



5746



5745 & 5746

Wool and lyocell stretch blend: one tropical-weight stretch blend of wool and lyocell in beige — just as dashing for weddings as in the professional sphere.



5749

Seasonal highlights

Stretch summer wool

5762 & 5747



5764 & 5788



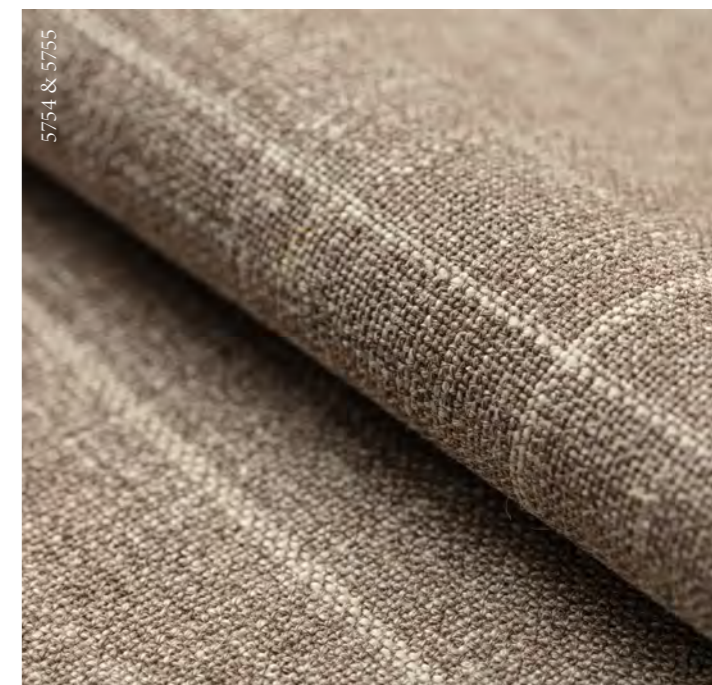
5764



Wool stretch blend: available in two pinstripes and four glenchecks, pictured here in one light sand, two greys and one light storm blue, for lightweight business wear with an edge, plus a touch of stretch for added comfort. Made from breathable, two-ply yarns for extra resistance to wrinkles.

Seasonal highlights

Tropical standouts



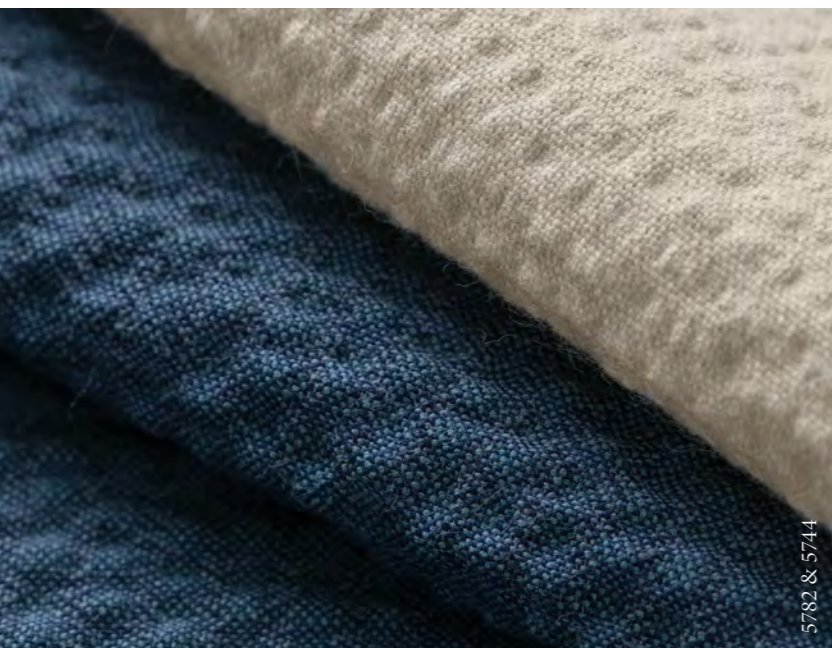
Wool, silk and linen by Loro Piana: from pale burgundy and mixed green to twilight blue and taupe, these new seasonal standouts are remarkable for their subtle shine, organic texture and ultra-light, airy feel. Available in 14 heathered solids and checks.

Seasonal highlights

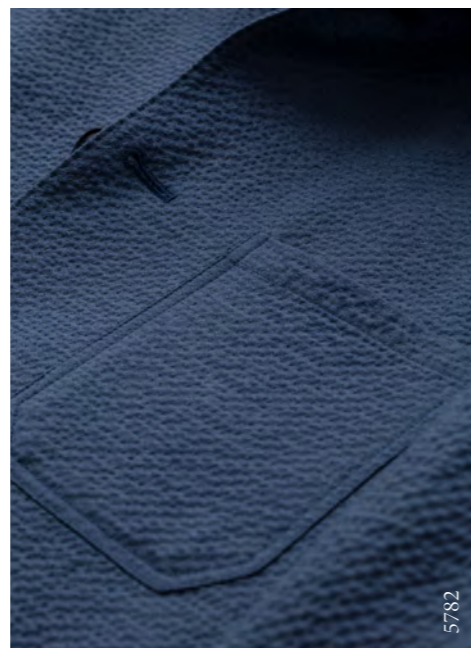
Vintage charm



5744

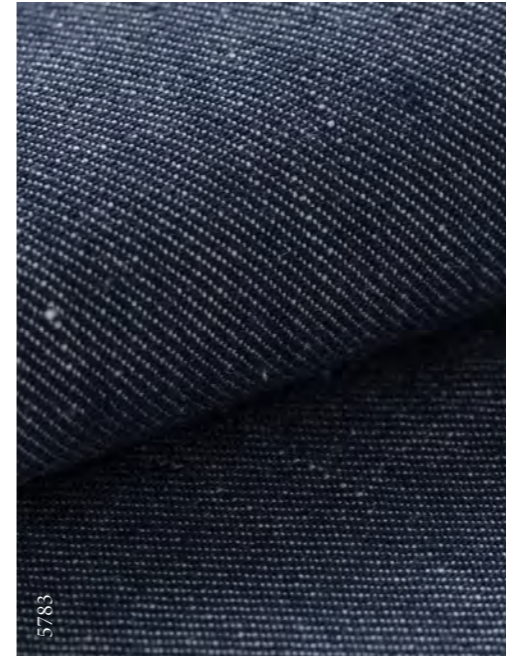


5782 & 5744



5782

Stretch cotton blend: 'old school' meets modern in your ultra-breathable seersucker cotton blend with added stretch, available in light denim blue and bone. An excellent match for your informal silhouette and design options, in terms of both comfort and style.



5783



5783

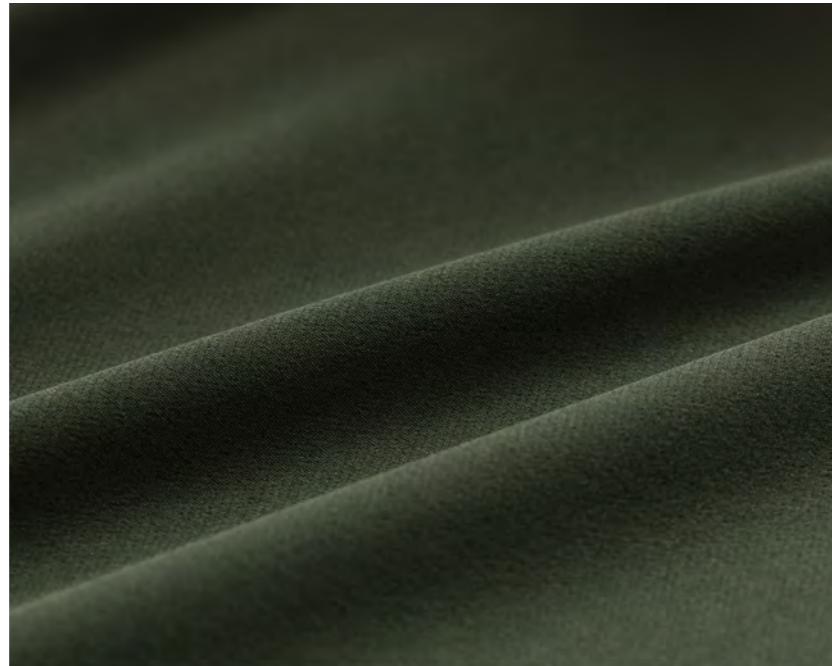
Denim look: similar to denim in its twill weave, colour and durable comfort, this stretch blend of cotton and linen offers exceptional softness in a highly breathable, four-season weight. Ideal for your informal jackets and (drawstring) trousers in summer and the in-between seasons.

Seasonal highlights

Four-season functionality



5770



5770



5803



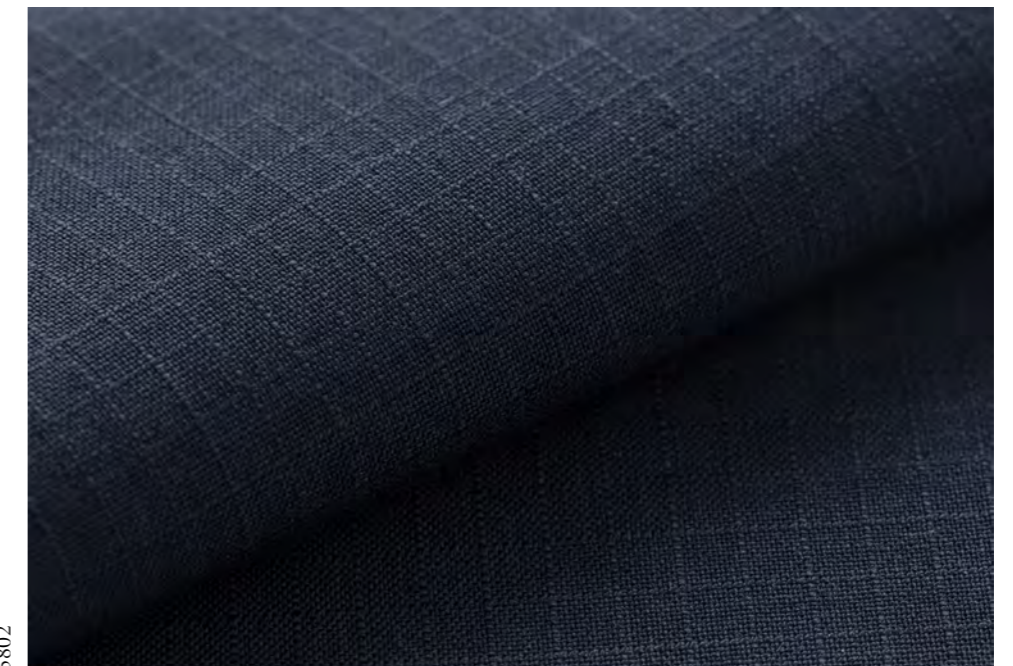
5803

Technical stretch: come rain or shine, Tesla or bicycle, this soft, water-repellent technical stretch blend will get you to your destination in first-class form, guaranteed. Available for SS23 in ivy green and dark blue.



5802

Stretch wool blend ripstop: jump, jog, dance or cheer, in this four-season, athletic-inspired ripstop, your suit will be extra immune to pilling and other damage cause by friction, scrapes and rubbing. Available in a dark blue stretch wool blend, for the professional movers and shakers among us.



5802

Seasonal highlights

From festive to formal



5773



5773

S130 Doppio: four new seasonal Solaro herringbones in the dependable S130 quality you've come to love — soft, sartorial and luminous, with natural two-way stretch. Shown here in the popular shade of forest green.



5774

Stretch wool and linen: the elegance of wool with a touch of stretch and 9% linen. Hand-picked for summer in one glencheck and three small houndstooth weaves, shown here in a charming mix of black and green. Perfect for weddings or wherever you want to radiate both luxury and character.



5774

Seasonal highlights

Business with a twist



DRS107 & DRS109

S130 Doppio's: introducing three subtly checked 365-Seasonals made from fine, double-twisted yarn, available in two blues and one charcoal grey. For that dependable crease-resistant finish and a healthy dose of sophistication.



DRS104 & DRS107



DRS104

Dashing formal outfit ideas

Want to up your formal outfit game? Despite the recent rise of smart-casual wear, the art of the formal is far from passé. When you and your customers need to look extra sharp this coming summer, these five curated looks will provide an excellent jumping-off point.



Suit: 5775
Shirt: SH00094
Tie: TGREN006
Pocket square: TGREN006
Shoes: CAL01

Go Green

Choose a muted green suiting to create a bold, dashing look without the risk of appearing brash — for example, in this lightweight, bottle-green stretch wool with mother-of-pearl buttons. Styled with a crisp white shirt, a dark blue tie with matching pocket square, and black fine calf leather Oxfords for peak respectability.



Monochromatic

A ton-sur-ton shirt and accessories make for an easy polished edge, such as here with this premium stretch wool by Loro Piana in light storm blue, combined with a light blue shirt with matching pocket square and dark blue tie. Accented with a chocolate brown pair of split-toe Bluchers in summer suede.



Dark and handsome

When in doubt, a dark navy suit will never do you wrong. Finished here with a subtle check for extra intrigue, and made from soft S130 double-twisted wool for extra luxury and resistance to wrinkles. Complete the look with a light blue shirt and matching pocket square, a dark blue tie and dark brown fine calf leather Derbies.



Play with texture

Start with your classic white shirt and an understated tie, then (1) switch out your waistcoat for a cardigan, (2) choose a suit that's patterned above plain — such as this S130 midnight blue twill with black checks and mouliné yarn —and (3) throw in a dash of shine with double monk strap shoes in black polished antique calf leather for maximum effect.



Light and neutral

As a 'non-colour', light grey provides the perfect sartorial canvas for your summer formal looks: fresh, smart and easy to pair with a wide range of shirts and accessories. Pictured here in lightweight, wrinkle-resistant S110 tropical wool for optimal airflow, combined with a spectrum of brown for added allure.

Tropical wool blend suits

365 & 365-Seasonal Collection



EVE045 & EVE048



EVE046, EVE047, EVE048 & EVE049

Stretch wool and linen blend:

We couldn't resist adding this new stretch quality to your wedding collection — with five now steady as 365s and five more as 365-Seasonals. Walking the line between formal and casual, these suitings are perfect for customers who need to look sharp for a special occasion, but also want to continue using their suit for years to come.

Casual corduroy suits and pants

365 collection



COL028, COL029, COL032, COL030 & COL031

As you know, we're always working to expand (y)our 365 suit and pant collection to include even more casual, soft and comfortable fabrics. This season is no exception. Introducing...

Cotton and lyocell stretch corduroys:

A new stretch blend of cotton and lyocell in soft, comfortable corduroy. Best suited to the colder months, but wearable in moderate temperatures all year round. For a look that's equal parts edgy and iconic, available in five versatile colours.



Safari jacket: COL031
Polo knit: K10085
Drawstring trousers: COL031
Shoes: SDE06



Fancy linings

Sometimes, we humans like to shake things up because we can, not because we have to. Hence, your seven new SS23 fancy linings to spruce up your jackets: available in a range of small, elegant prints in two shades of blue, one silver, one taupe and three whites. Particularly apt for the coming season, which we predict will include plenty of weddings.

Also introducing one new neutral colour for your collection of 365 solid linings: oatmeal.

Customise your suit

Newly updated and refreshed Alcantara collection



Offering a colour to match or complement every jacket, the 17 new Alcantara swatches included in your seasonal box are intended to supplement, and eventually replace, your existing collection for undercollars, elbow patches and throat tabs.



TPC005

New pocket linings for trousers

Custom-made garments are more than just practical and good-looking, they're also fun! To assist on this front, we're adding six new colours to your collection of trouser pocket linings (previously only available in black, white and off-white): brown, dark green, grey mélange, light blue mélange, dark blue and sand mélange. Add these new trouser pocket swatches to your lining collection for an automatic reminder and easy access during the suit creation process.

New SS23 & 365 shirtings

Temperatures rising? Breezy cotton, linen and — that's right — even a summer wool blend to the rescue! Because when it comes to your shirt, you don't need a physics lesson to understand that a breathable fabric is crucial to your all-round comfort throughout the day.

Hand-picked to span the spectrum of formal to smart-casual wear, the following pages showcase (y)our five new seasonal shirtings in 100% linen and 23 new additions to your 365 collection. Available in a variety of checks and solid colours to complete your look, whether that's under a suit or with your favourite pair of jeans.





SFH00313, SH00314 & SFH00315

Smart-casual shirts

Headed to a party or out on the town? Keep it cool with these smart-casual pieces.

Pure linen:

Presenting super lightweight, crisp 365-Seasonal linen batiste in two solids, two small houndstooth weaves and one rakish olive-green check. For exceptional breathability with a sartorial flair. (SH00311, SH00312 SH00313, SH00314, SH00315)



SH00305 & SH00304

Cotton piqué:

First popularised in the 1920s for sportswear, piqué in 100% cotton is known for its natural stretch and breathability. With a pleasant drape and available in two versatile 365 colours. (SH00304, SH00305)

Introducing your new 365 knit shirtings, to kick off the season in optimum style and comfort. Versatile, soft and oh-so easy.



SH00309, SH00308 & SH00310

Wool and lyocell piqué:

A brand-new quality in the well-known honeycomb piqué structure to optimise airflow. In two blues and one grey, with a subtle, elegant shine. (SH00308, SH00309, SH00310)



SH00307 & SH00306

Mélangé cotton jersey:

Two lightly heathered colours in soft, pure cotton jersey. Lightweight and durable. (SH00306, SH00307)

Business shirts

Beat the heat at the office with these summertime favourites, now available year-round as part of your 365 collection.



SH00323

100/2 colourful cotton poplin by Thomas Mason: checks in various sizes and shades on a backdrop of cool, white 100% cotton. Ideal for casual Friday and your more spirited business ensembles. (SH00322, SH00323, SH00324, SH00329, SH00330, SH00331)



SH00325, SH00317 & SH00316

100/2 cotton twill by Thomas Mason: a classic light blue glencheck in fine, double-ply yarns with an easy-care finish. (SH00316)

100/2 checked cotton twill by Thomas Mason: three professional, woven tattersall checks in compact, double-ply 100% cotton twill for optimal drape and breathability. (SH00317, SH00318, SH00319)

100/2 cotton Oxford by Thomas Mason: a quality you've come to love in the new, contemporary colour of lilac. For business wear with a twist. (SH00321)

120/2 cotton poplin by Thomas Mason: white cotton poplin with three woven tattersall checks and one small light blue candy stripe. Made from extra soft, two-ply yarns in 100% cotton. (SH00325, SH00326, SH00327, SH00328)

100/2 cotton Oxford by Thomas Mason: one silver-grey, pure cotton royal Oxford weave made from soft, double-ply yarns. Perfect for weddings and other formal affairs. (SH00320)

One suit, three shirts, countless possibilities

For every custom suit, the classy dresser should have at least one custom shirt in his wardrobe — but preferably many more.

Why? Besides the obvious advantages of custom-made in terms of comfort, sustainability and freedom of choice, a strategic change of shirt and accessories is often all you need to transform a single suit into multiple different looks. The method is simple: switch up the colour, style, texture and 'voilà!'

Help your customers take the guesswork out of getting dressed each morning by encouraging them to buy at least one shirt together with the rest of their outfit. It only takes a few wisely chosen, complementary shirts within arm's reach to never have to stand in front of the mirror wondering 'what goes with what' again.



The fresh look

Skip the tie and opt for a cool white, 365 cotton poplin shirt with pale blue candy stripes and a discrete pocket square to create a winning mix of professional and approachable. A go-to for lunch meetings and other semi-formal affairs.



The transition look

First work, then play? This soft and comfortable S120 wool jersey shirt in your 365 deep midnight blue with matching pocket square makes for an ideal transition from the office to after-hour drinks.



The power look

When you're ready to close the deal, get the promotion or ace that big presentation, your classic white shirt in 365 fine cotton twill with matching pocket square and a crisp, solid-coloured tie have 'success' written all over them.

Ties

Accessories can not only take your outfit from standard to standout, they also up your wardrobe's versatility.

Add or subtract a tie and well-chosen pocket square, and the same suit and shirt can go from lavish to laid-back. This is especially relevant for clients, such as your grooms and other wedding guests, who want their look for the big day to (of course) be extra special, but also want their garments to work for less-formal occasions for years to come.

Whether these gentlemen choose (y)our new silver mouliné silk, champagne silk jacquard or another of your 15 new, seasonal pure silks for ties — including textured plain weaves, printed basketweaves and elegant jacquards — the result is sure to instantly elevate their look. Prefer a fresh, contemporary twist?

We've also selected four seasonal colours from (y)our 365 wedding collection — each in our bestselling summer blend of wool and linen — to make for a match made in heaven.

Instant ready-made ties and pocket squares

Keeping a small collection of your bestselling accessories on hand is a great way to help (and hopefully hook) the customers who stop by in search of a quick fix. No need to order a large amount or months in advance: for as few as two identical items, your instant ready-made orders will be delivered within 4-6 weeks, guaranteed.





Pocket Squares

As for your ten new SS23 pocket squares, you'll find a selection of solid colours and prints (single-sided and reversible) in a variety of seasonal compositions, such as pure linen, pure silk, and silk and cotton.

From small flowers and polka dots to an oversized paisley, their subtle, natural colours make for the perfect icing on your sartorial cake.

For your 365 pocket square collection, we're also adding two new white, plain weave cottons — one of which has edges finished with a decorative handmade cross-stitch in midnight blue.

Detachable hood

Blue skies? Ditch the hood whenever you see fit.

Windproof, water-repellent & breathable

Everything you need for optimal, year-round protection.



Raincoats

A well-dressed gentleman never lets the weather ruin his look. Instead, he's prepared with an elegant, four-season raincoat.

OC0060 & OC0100

Detachable liner

For an easy transition when temperatures rise.



OC0087
OC0102
OC0086
OC0103
OC0101
OC0104
OC0085

Shoes

When summer comes, everything seems to lighten up — including your footwear. As mild weather makes sturdiness less of a concern, a flexible sole and allowing the feet to breathe become top priorities. Read on for a glimpse of our favourite warm-weather styles.

Plus, new this season:

- . **In the formal round last:** the 'Blake Flex' make
- . **In the city loafer last:** the 'mid-top with laces' model
- . **Improved soles for sneakers:** now with more stability, to prevent sticking and widening.



Lightweight blucher with split toe: SDE06
City loafer with laces: SUS10
Low-top city loafer: SUS06
Flex blucher with split toe: SUS06



Customise your shoes

New mid-top city loafer with laces

After a successful launch of (y)our two city loafers last season — the mid-top and low-top — we're adding a new model in time for spring: the mid-top with laces. Impeccable under, for example, an informal jacket and jeans or chinos.

Customise your shoes

New Blake Flex make for (y)our formal round last

As you know, we've made it our mission to put you and your customers in control of the look and feel of everything you wear. Want the dressy look of the Blake make, but the comfort and flexibility of the Bologna? We thought you would, which is why we developed (y)our new, more-pliable 'Blake Flex' make for the formal round last.

Whether in 'leather', 'leather with rubber grip' or 'thin leather', the sole of the Blake Flex is noticeably bendier than its predecessor, for a difference your feet will undoubtedly feel, in the same classic Blake look that's perfect for business and other formal affairs.

To help manage your customers' expectations (and, of course, to entice them), we recommend ordering a Blake Flex TryOn series to allow your customers to experience the look and feel first-hand. Likewise, ordering a few pairs as part of your instant ready-made shoe collection — for example, in the most common colours and sizes — is an excellent way to keep your shop stocked and ready for whomever walks through your (virtual) doors.



10 pairs to start your summer in style

What's in your wardrobe? Whether you're heading to a morning business meeting, an afternoon barbecue with colleagues or the beach for holidays with the fam, these 10 pairs of shoes will have your feet ready for summer in no time.



Mid-top city loafer: SUS10
Blake Flex plain tip Derby: SDE08
Low-top sneaker: SNG05
Low-top city loafer: SUS06
Blake Flex penny loafer: SUS03

Blake Flex loafers

01 Penny loafer

Easy on, easy off and heaps of old-school charm: that's the penny loafer in a nutshell. Wear them with a two-piece suit in pure, breathable linen and a cotton jersey shirt for a laid-back, sartorial look.



SUS03

02 Penny loafer

Slip them on without a moment's hesitation: your new Blake Flex penny loafers in midnight blue summer suede are extra dressy, flexible, breathable and cool. The epitome of summer sophistication.

03 Tassel loafer

Our choice for a seasonal smart-casual shoe with a little something extra? Easy: the taupe summer suede tassel loafer in your new Blake Flex make. With an extra bendable sole, this new construction will immediately feel as if it's already been broken in — and it only gets better from there.



SDE09 & SDE06

City loafers

04 Mid-top city loafer

Slightly more formal than its laced counterpart and somewhat less dressy than its low-top cousin, your 'regular' mid-top city loafers in summer suede can dress your suit down or your jeans up, depending on your mood.



SUS10

05 Mid-top city loafer with laces

The most casual version of your city loafers, your new mid-tops with laces in dark green grain calf leather look right at home under, for example, a utility jacket, knit T-shirt and a pair of jeans or chinos.

06 Low-top city loafer

Comfortable to slip on, the upper of (y)our low-top city loafer stops beneath the ankle, offering a classic shape. Equally smart under a suit or casual jeans look.



SUS06 & SNG12

Lightweight

07 Blucher with split toe

Your split-toed Blucher in suede with a lightweight sole makes for a professional, seasonally appropriate look — but also a soft touch and comfortable feel. Always on point in various shades of brown, from light sand to chocolate.



SUS06

08 Penny loafer

Creating a comparatively more casual, chunkier look than the Blake Flex make, the lightweight sole on these classic penny loafers in taupe summer suede exude a highly modern sensibility. For feet that feel as illustrious as they look.



SDE06

Sneakers

09 Low-top sneaker

Having gained popularity even in some business settings, the low-top sneaker has become one of the most versatile shoes a man can own. Youthful and comfortable, yet clean-cut and understated.



SNG05

10 Tassel sneaker

A sneaker sole with the upper of a tassel loafer: can a shoe get more summer than that? Paired with Bermudas and a polo, or 5-pockets and a safari jacket, we predict your next stop will be a sun-filled Mediterranean harbour or rooftop terrace.



SUS10

How to choose the right belt



Despite it being a small accessory, your belt can have a big impact on the impression you make. But how is a belt supposed to fit? And which details distinguish a formal belt from a more casual one? The average man may not know — which, of course, is where you come in. Use our belt guide to help your customers to find the right size, and to teach them about the different styles and reasons to wear them.

Formal vs. smart-casual belts

If your trousers have belt loops, then your look isn't complete without the right belt. As a basic rule, formal belts have a thinner strap, a smaller buckle and are always made from leather, usually with a subtle sheen. Smart-casual belts have a wider strap, a larger buckle and may be made from a tougher, more matte material.

Belts with a width of 3.5 cm are always your best bet for formal outfits, such as with a suit. Likewise, formal belts — sometimes worn with chinos or dressy separates — should generally be the same colour and level of shininess as your shoes, or even made from the exact same material (tip: available in the same range of leathers, ordering a matching belt with each pair of custom shoes is a great way to streamline your formal-dressing efforts).

Smart-casual belts, on the other hand, leave room for more creative licence. Whether made

from fabric, suede or leather, sometimes with a subtle texture, your average smart-casual belt is 4 cm wide and must, of course, blend well with the colours of your outfit, whether or not that means matching your shoes. Best with jeans, 5-pockets or chinos.

A properly sized belt

A perfectly sized belt will have a buckle that rests on the middle of its five holes, allowing the wearer some wiggle room should their weight eventually fluctuate. To determine the correct size for your customer, start by giving him a TryOn belt. Then, ask him to put the buckle on the best-fitting hole (it's okay if this isn't the middle one). Once you're both confident of the fit, have him remove the belt and use your tape measure to assess the distance between the best-fitting hole and the outside edge of the buckle. This measurement translates to the appropriate size (if necessary, we recommend rounding up).

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