

Fall & Winter '23

The new collection

Made to measure



KINGS
—house—

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New: Quilted vest

Available from this summer (exact launch date soon to follow!)

Creating a flexible extra layer to help ensure a smart look and comfortable body temperature (even in the most unpredictable weather), we're excited to announce **your newest product: the quilted vest**. Available in a timeless 5-button model, your quilted vests can be ordered in instant ready-made or, of course, customised to your exact tastes and measurements.

Featuring a **button closure, stand-up collar, inner padding and slanted welt side pockets**, this model can be crafted **in your choice of eleven specially selected, quilted fabrics** — i.e., five flannels, four technical peach skins and two faux suedes. With its padding sourced from recycled PET bottles, this lightweight thermal interlining is made from 100% 'eco-down', designed to perfectly mimic the feel and function of real feathers.

Wearing this versatile garment will help you get the most out of your wardrobe by increasing your ability to layer effectively and thus better adapt to changing temperatures, whether used for extra warmth under or **over a jacket** (depending on fit) **or as a standalone piece** in mild weather. Customisable with your choice of technical or (new!) jersey lining, with or without a rounded welt chest pocket and, as always, ready to be personalised with your own unique monogram.



Quilted vest model the details



Padded with 100% 'eco-down', made from recycled plastic bottles



5-button closure



Stand-up collar & optional rounded welt chest pocket



Slanted welt side pockets

Customise your quilted vest

Available fabric qualities

Given that a button closure must withstand a fair amount of wear and tear, and because some fabrics are a better match for quilting than others, we've hand-selected the three fabric qualities most suited to an optimal result: flannel, technical water-repellent peach skin and faux suede.



Faux suede

A vegan alternative to velour leather, the soft, visually compelling look of faux suede gives your quilted vest a pleasant drape, excellent four-season functionality and a moderately edgy vibe. Available in two essential colours.

BL0027

Flannels

Soft, comfortable, warm and breathable, flannel is a typical cold-weather fabric and always a reliable option for winter. Available for your quilted vests in five easy-to-combine colours.



FLN005



BL0022

Technical water-repellent peach skins

Supple and water-repellent with a soft hand feel and versatile four-season quality, your quilted peach skin vests will help keep you sharp and dry the whole year through. Available in four versatile colours.

Customise your quilted vest

Available lining qualities

Put the finishing touches on your quilted vest with a twist of your liking by opting for any of your flat-backed suit buttons and your choice of two available lining qualities.



CCL003, CCL008 & CCL007

Technical linings

Smooth and sleek, with a sportier look and feel. Available for your vests.



Jersey001

Jersey linings

New! For extra comfort. Specifically sourced for your new vests and available in your choice of navy or light grey.



Unquilted vest

Live from December

We trust the new quilted vest will unlock a world of sartorial possibilities for you and your customers this winter — and we're not stopping there! **Coming your way this December** for both custom and instant-ready made orders, we're excited for you to meet its four-season counterpart: the unquilted vest, offering year-round comfort and unparalleled style.

Featuring a **slightly more fitted** silhouette and a convenient **2-way zip** for easy use as a second or third layer, its lightweight design and lack of padding will make for an effortless transition from indoors to outdoors, any time of year.

Create the look and feel of your choosing by opting for (nearly) any of your **365 or seasonal suit and jacket fabrics** and linings, for almost endless styling possibilities with your existing wardrobe. A true must-have, we're excited for you to experience our samples in person at our showrooms and/or for you to be among the first to order when this new vest model goes live in December. Stay tuned!

Knitwear

Luxurious cashmere

When the cold season strikes, there's nothing like a warm and soft knit to help get the blood flowing. For us, **the holy grail of knitwear qualities for winter is definitely cashmere.** Prized the world over as a symbol of luxury, pure cashmere and cashmere blends also tick all the right boxes for a perfect winter knit: **high quality, comfortable, warm and versatile.** Ever wondered about the origins of this extraordinary fibre? Flip the page to get the details on where and how (y)our cashmere is harvested prior to the garment creation process.

Now also get ready for your two newest casual models: **the knit full-button bomber** and **knit leisure pants.** Both excellent for relaxing and your other more mellow, everyday moments. Plus, we're adding a **new cable knit type,** to give you more options in terms of warmth, texture and appearance. All three of these developments are available **in your pure cashmere and wool & cashmere qualities** and are, as always, made in Italy, just for you.

Of course, the natural stretch and versatility of knitwear also make it particularly interesting for your **instant ready-made** collections. Finished with your brand logo and delivered in just 4-6 weeks.

New from this season onwards:

- **Knit model:** the full-button bomber
- **Knit model:** leisure pants
- **Knit type:** cable
- **Buttons:** introducing seven new characteristic buttons to expand your options for the cardigan, half-button and full-button models (also available for suits and jackets), plus five new colourful 'mother-of-pearl look' buttons to expand the options for your knit polos (also available for shirts).
- **Two additional yarn colours:** heathered grey in pure cashmere and light taupe in cashmere & silk.



The origins of our cashmere

From goat to garment

As you know, cashmere is one of the world's most luxurious garment fibres. But have you ever wondered how it's harvested and made into clothing? Read on to **get the full story** on this very difficult and unique process, forming the literal starting point behind all (y)our cashmere knitwear.

Origins

Known for producing a fine, natural fibre, our cashmere is harvested by combing the *Hircus laniger* goat. These robust and lively animals evolved in the mountainous regions of Inner Mongolia and Northwest China, where they're able to thrive at even the lowest of temperatures (-40°C).

Adapted to the harsh climate of their natural habitat, these rugged goats are able to endure severe winters and scorching summers by growing and shedding their distinctive undercoat, consisting of thousands of ultra-fine, soft fibres that are separate from their longer, coarser outer coat.

Harvest

As warmer temperatures arrive in the spring, the goats naturally start to shed their soft undercoat and the herders collect their animals to comb these soft cashmere fibres away in a delicate process of harvesting. The blue markings you see in this picture help the herders differentiate between the various flocks of goats.

Categorisation

Once the goats have been fully combed, their hairs are carefully sorted by hand per colour and fineness, after which the fibres are cleaned by high-powered machines to remove all traces of mud and other residue.

Dyeing

Next, the fibres are washed, degreased and moved to the drying stage for 'dehairing': discarding the goats' coarser hairs to retain only the softest fibres. After arriving at our partner's mill in the Marche region of Italy, these carefully processed hairs are then dyed in lots and turned into yarn. Ready to produce your own unique knitwear!

Your cashmere collections

Much to our delight, we're currently able to offer four knitwear qualities with cashmere: pure cashmere, cashmere & silk, cotton & cashmere, and wool & cashmere. Learn more about these qualities and see examples of what you can create on pages 25-36.





K10040 & K10043

New knit model: the full-button bomber

Customise your knitwear

Shake up your casual style with (y)our **new knit full-button bomber**. This practical, **waist-length model** is crafted with **side pockets, a button closure and a chunky, ribbed finish on the collar, hem and cuffs**. Available in the **double-ply pure cashmere and wool & cashmere qualities**, with your choice of sleeves (long or sleeveless) and a personal monogram (available in all positions except for the option '45 cm from top', as this would disappear in the left side pocket).

How best to style this new, go-to staple? Think everyday basics: with a knit T-shirt or jersey button-up and a pair of jeans or chinos, or layered under your new quilted vest for a smart winter twist.

New knit type: cable

Customise your knitwear

Nothing radiates casual refinement like a **classic cable knit**. Originally developed to add warmth and decoration to the knits of sailors and other seafarers, cable knits have maintained their popularity over the years, now often being associated with a sense of **class and sophistication**.

Available in your double-yarn pure cashmere and wool & cashmere qualities, don't forget to add your **new cable knit type 'feelers'** — included in your FW23 seasonal shipment box — to your collection card swatch ring to help your customers get an accurate sense of its look and feel during the order creation process.

Please note: *the cable knit type is not available for leisure pants, hoodies, beanies or scarves.*



K10049, K10035 & K10040



New knit model: leisure pants

Customise your knitwear

Introducing your new (and insanely comfortable) **leisure pants**: featuring an **elastic drawstring waistband, side pockets and a loose, cosy fit**. Whether for a chill, laid-back Sunday or a night of TV binge-watching, these pants are your jam for the 'at-home shift'.

Available in your extremely soft, luxurious **single-ply pure cashmere and wool & cashmere yarn qualities**, including the option of a right-hand back patch pocket with, or without, your own personal monogram. Easy to **pair with a hoodie** in the same colour **for an ultra-relaxed hang-out suit**.

Needless to say, your new leisure pants will require special care due to both their knit construction and the delicate nature of the cashmere fibre. Please wash and wear them accordingly, and be sure to inform your customers on the basics of proper maintenance.



Knitwear yarn qualities

Making them your own

Dive into the many possibilities, both for crafting your own instant ready-made knitwear collections and to help each customer create his own unique piece. **Read on for a short recap of your five current yarn qualities (listed below), and examples of what you can create using your choice of model and design options.**

Plus, get ready for a **sixth knitwear quality coming this December! Cotton & silk:** ideal for your spring and summer creations thanks to its excellent breathability, temperature regulation and subtle luminosity.



- 01. Pure cashmere
- 02. Wool & cashmere
- 03. Cashmere & silk
- 04. Cotton & cashmere
- 05. Extra-fine merino wool
- 06. Cotton & silk *(live from December '23)*

K10122, K10081, K10109, K10017 & K10045

01. Pure cashmere

A **quality synonymous with luxury and comfort**, our ultra-fine cashmere fibres come only from the fleece of goats found in particular areas of Inner Mongolia, where high altitudes and freezing temperatures result in cashmere of the highest possible quality. With special care, a cashmere garment will last for many years, actually improving with age.

The warmest and one of the softest of your knitwear qualities, cashmere fibres are highly desired in part for their inner air pockets, producing a **warm, breathable and lightweight** layer of insulation ideal for autumn and winter.

Available knit types: single yarn solid, double yarn solid, half English rib and cable

Available colours: 33



Cashmere turtleneck



Cashmere scarves



Cashmere leisure pants



K10038

K10042

K10035, K10045 & K10042

K10038



K10096

Wool & cashmere leisure pants



K10105, K10109 & K10095

Wool & cashmere beanies



K10108

Wool & cashmere half-zip knit

02. Wool & cashmere

Ideal for the height of winter and requiring the least amount of washing respectively, this high-quality blend of 90% Australian wool and 10% Mongolian cashmere is particularly suited to everyday garments and accessories in cold temperatures thanks in part to its **warm hand feel**. Offering more insulation and softness than pure merino wool while remaining extremely **durable, breathable and perfectly refined**.

Available knit types: single yarn solid, double yarn solid, half English rib and cable

Available colours: 23



K10094

03. Cashmere & silk

To create a sleek, plush feel and your most **exclusive, softest and finest** knitwear quality, we've combined the **luxurious** qualities of ultra-fine cashmere (70%) — sourced from the fleece of goats found in Inner Mongolia — with the drape, radiance and durability of Mulberry silk (30%). Highly prized for its tempered shine and versatile, four-season properties that help keep you **warm in winter and cool in summer**. Beware of possible transparency in single-ply light colours and launder with care to prolong the lifespan of these extra-fine fibres.

Available knit types: single yarn solid and double yarn solid

Available colours: 18



Cashmere & silk polo with zip



Cashmere & silk mock neck



Beige, stone grey and navy in cashmere & silk



K10126

Cotton & cashmere knit polo



K10131

Cotton & cashmere hoodie



K10129

Cotton & cashmere crew neck with contrast neckline

04. Cotton & cashmere

Featuring a **soft, silky feel** and **effective regulation of airflow and body heat**, this elegant blend of 85% cotton and 15% cashmere creates a matte, slightly robust appearance and is particularly wearable from **early spring through the end of autumn**. With its natural resistance to bacteria and odours, this blend also keeps your number of necessary washes to a minimum, helping ensure effortless maintenance and a prolonged garment lifespan.

Available knit types: single yarn solid and double yarn solid

Available colours: 25



K10122

05. Extra-fine merino wool

A much-loved option for knitwear, (y)our extra-fine merino wool from Australia ensures a smooth, supple touch and long-lasting resiliency. Boasting both natural elasticity and superior resistance to stains, wrinkles, odours and grease, the popularity of the merino fibre can be credited to its **reliable mix of utility, softness and breathability: cool in summer, warm in winter and perfect in the in-between seasons.** Beware of possible transparency in single-ply light colours and launder with care to prolong the lifespan of these extra-fine fibres.

Available knit types: single yarn solid and double yarn solid

Available colours: 28



Full-button in extra-fine merino wool



Light grey, steel grey and bottle green in extra-fine merino wool



Extra-fine merino wool hoodie with zip

Beanies



& scarves



For extra warmth and style when the going gets cold!

Keep cosy with the season's most ideal accessories, styled with your (over)coat in mind: **in matching, complementary or contrasting colours**, available in **double-yarn pure cashmere or wool & cashmere**.

Instant ready-made beanies and scarves

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.

One size

Moreover, all (y)our beanies and scarves come in one universal size (for scarves that's 25 cm wide x 180 cm long), making them particularly suitable for purchase as instant ready-made.

K10095, K10033, K10100, K10062, K10108 & K10044

K10095, K10033 & K10100

Informal Jackets

A year-round wardrobe essential

Come dark clouds, blue skies, frost or heat: the informal jacket has definitely achieved the status of **year-round wardrobe essential**. Be it as a winter layering piece for extra warmth or an easy outer layer in unpredictable summer weather, you're guaranteed optimal comfort thanks to its super **lightweight construction with no canvas whatsoever, a looser fit, and relaxed, wider shoulders**.

As the temperature drops, we recommend the informal jacket in your new:

- **Heavy-cotton stretch denim** for a laid-back look.
- **Wool blends with natural stretch** for increased freedom of movement.
- **Blends of wool and cashmere**, also available in a **cosy 'knit-look'**, for extra softness, luxury and warmth.
- **Blends of wool and silk** for a stunning combination of refinement and comfort.

What else is new for your informal jackets, both seasonal and 365? Updates from this season onwards include:

- **Improvement:** graded vent lengths — now made in better proportion to the jacket's size.
- **Suit buttons:** seven characteristic new buttons to expand your options (also available for jackets and knits).
- **'No buttonholes' cuff finishing:** with an open vent, minus the buttonholes but otherwise identical to your '3-button with open cuff' — for easier alterations should the sleeves need adjusting (e.g., to be made shorter).
Note: the buttons will be delivered as spares along with your order, for later attachment as desired.

Neapolitan lapel
buttonhole

Upgrade your informal jacket with sartorial details

As much as we love crafting your ideal fit, we also love the details that shape the character of your suit. Requiring hours of skilled handwork, the most difficult and time-consuming of these design elements are often referred to as 'sartorial details' — the word 'sartorial' having evolved from the Latin term 'sartor', meaning tailor. While such nuances may at first seem reserved for connoisseurs, **once you've come to know and love these finishes, a suit without them will always feel like a missed opportunity.**

Denoting the level of skill and craftsmanship required for production, your informal jackets come in two different makes: 'unconstructed' and 'unconstructed handmade'. Both are extremely lightweight and comfortable, however, **your 'unconstructed handmade' finishes are crucial**

to realising a more sartorial look, including handmade: buttonholes, button attachment, pick stitching, cuff finishing, chest pockets, bartacks, label attachment, and attachment of the lining at the armhole and cuff.

For both of your informal jacket makes, the **sartorial options** of a personal monogram or specialty buttons (in horn, mother-of-pearl or galalith) are also great for providing that extra edge of class and personality.

So, don't let yourself be turned off or intimidated by the idea of 'upselling'! Helping your customers appreciate these details actually results in a real win-win: more sartorial enjoyment for them, more margin per garment for you.



Mother-of-pearl button attached by hand



Personal monogram

How to style your informal jacket for the colder months

Set the tone for your next move simply by calculating which jacket to throw on: are you off to a formal business meeting, date night or laid-back weekend engagement? Are freezing temperatures on the horizon or is the forecast mild?

Input your answers to these questions and your choice of outfit has been computed.

Also available as instant ready-made with a minimum order of only two pieces, delivered to your doorstep in just 4-6 weeks.



To the office

You'll be sure to conquer both the boardroom and the season's icy chill in this glenchecked informal jacket made from a lustrous sand-grey blend of wool, silk and cashmere by Loro Piana, crafted with a **2.5-button closure**, **patch side pockets** and a **rounded welt chest pocket**. Complete the look with a white button-up, dark grey sharkskin trousers, a light grey half-zip knit and pocket square, and your always-professional dark brown leather bluchers.

2.5-button informal jacket: 8923
 Half-zip knit: K10082
 Shirt: SH00154
 Pocket square: PFLN021
 Trousers: REV025
 Shoes: GRA02



3-button informal jacket: 5847
 Shirt: SH00349
 Tie: TGREN006
 Pocket square: SH00349
 Trousers: 5347
 Shoes: CAL02

With a sharpness that can cut through ice, this midnight blue twill suit is perfect for mild autumn days and colder winter ones. Made as an informal jacket that boasts a soft, warm brushed look, **3-button closure**, **utility patch side pockets** and a **rounded welt chest pocket**, you only need to add, for example, this sky blue striped button-up, a midnight blue tie and dark brown Oxfords to create a sharp, polished look that's ideal for professional settings.



Safari jacket: 8950
 Shirt: SH00333
 Jeans: WAS023
 Belt: SUS10
 Shoes: SUS10

Be it for a weekend outing or lunch with the guys, this luxurious blend of wool and cashmere makes for a versatile navy blue informal jacket with a unique 'faux knit' texture — styled with a **4-button closure** and **safari pockets** in line with the rugged charm of your denim blue shirt. A great choice for any casual occasion from early fall through late spring when paired with blue jeans and a blue suede pair of mid-top city loafers.



On the weekend

You'll never have to second-guess your casual attire with this informal jacket crafted from a breathable, tan and beige glenchecked blend of wool and silk, finished with a **5-button closure** and **bellow side pockets**. To enhance its overall aesthetic and winter appeal, you can't go wrong with warm, monochromatic separates: for example, a turtleneck in taupe, flannel trousers in sand and split-toe bluchers in chocolate brown suede.

Utility jacket with 5-button closure: 8928
 Turtleneck: K10047
 Trousers: FLN008
 Shoes: SUS03

On a date night

When the chill of autumn hits, your black knit polo with zip in wool & cashmere combined with an anthracite S130 doppio pinpoint suit will make for an easy date-night ensemble: effortlessly chic and semi-casual as an informal jacket with **zip closure, side seam pockets and drawstring trousers**. Ready for anything with your black leather Chelsea boots in the Blake Flex make.

Utility jacket with zip closure: DR033
 Knit polo: K10097
 Drawstring trousers: DR033
 Shoes: PLA01



Utility jacket with buttons: BL0031
 Mock neck: K10085
 Trousers: FLN004
 Shoes: SUS03

Let the sparks fly in this breathable, sand-coloured flannel made from luxuriously soft stretch wool by Loro Piana. Smartly tailored as a utility jacket with a **5-button closure, utility patch side pockets** and a **rounded welt chest pocket**, you'll enjoy an extra-warm touch of sophistication when paired with a sand mock neck, light grey flannel trousers and split-toe bluchers in chocolate brown suede.

Seasonal Jackets

A wisely chosen jacket can easily become the hardest-working item in your wardrobe, serving to **smarten a casual outfit** or to create a look that's **formal but a tad less dressy than your traditional suit**.

Featuring a wide range of options for every taste and occasion, we've curated a new winter-friendly FW23 collection of **31 seasonal jacket fabrics** that are ready to be styled up, down or any which way you and your customers envision.

What else is new for your jackets, both seasonal and 365? Updates from this season onwards include:

- **Jacket buttons:** seven new characteristic buttons to expand your options (also available for suits and knits)
- **Alcantara colours:** two new light browns to expand your options for your undercollars, elbow patches and throat tabs — an excellent match for fabrics in lighter shades and other earth tones



Seasonal highlights

Neutrals



8934



8934 & 8925

Wool, silk and cotton stretch blend: with the dependability of wool, the lustre of silk, the earthy edge of cotton and a touch of stretch, these neutral-coloured mélange fabrics pair just as nicely with dark colours, such as navy and dark brown, as they do with light shades and other neutral tones.

In one sand and one light grey, for a more muted, cosy look that works well in both your traditional and informal jacket styles.



8924

Pecora Nera wool by Loro Piana: timeless, sophisticated and bold but not overpowering, this houndstooth weave in oatmeal and sand is made from soft, naturally coloured S120 wool, harvested from the brown fleece of an exclusive New Zealand breed. Featuring a flannel finish that's ideal for chilly weather.

Seasonal highlights

Wool blends



8927



Wool, alpaca, silk and linen blend: why limit yourself to only 'coffee' or 'caramel' when the occasional 'salted caramel mocha' tastes so good? That's the spirit behind this exclusive blend of materials, mixing the best of various worlds to create a naturally coloured glencheck in mixed browns and white.

Wool, silk and linen: created by interlacing multiple threads in both the warp and weft, the distinctively woven appearance of these basketweaves is further enhanced by their blend of luxurious, natural materials. Seasonally stylish in one bottle green and one blue, both mixed with anthracite grey for extra visual intrigue.



8949



8939

Seasonal highlights

Tasteful patterns

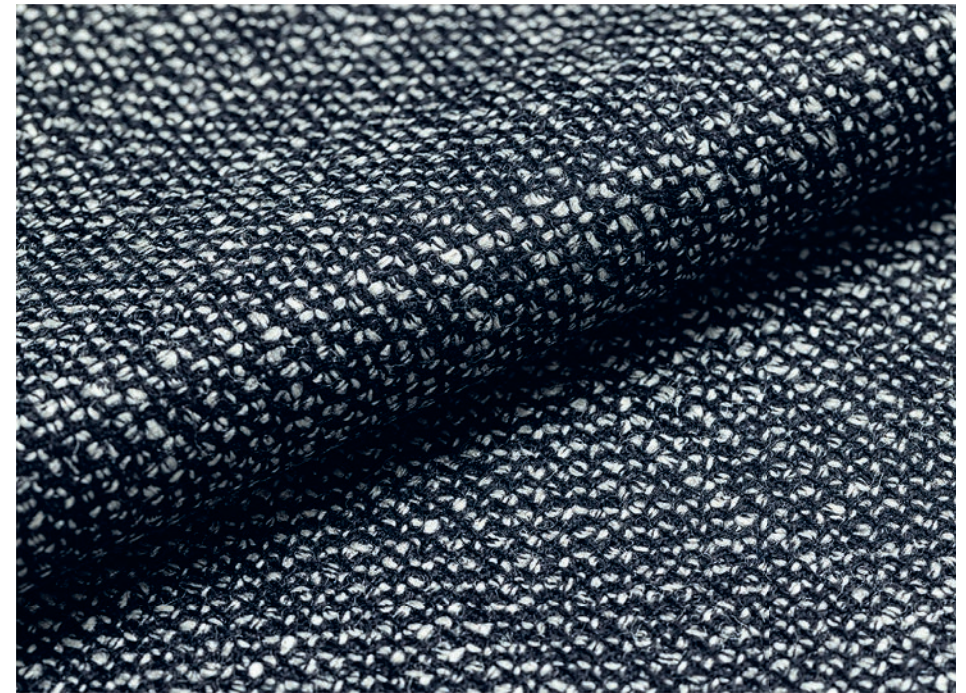


8928, 8947 & 8945



8931

Wool and silk: for some added personality, these six appealing patterns — in three glenchecks, one windowpane and two 'micro-effects' — make for an instant statement piece that's breathable, lightweight, soft and easy to pair with your neutral wardrobe basics. Also a good match for the informal jacket.



8936

Seasonal highlights

Casual chic



8950

Wool and cashmere 'knit look': selected especially with your informal jackets in mind, this contemporary, navy blue faux knit combines incredible stretch and comfort with the super-soft, luxurious touch of cashmere and wool. For an easy wardrobe basic you won't want to take off.



8933

Wool and cashmere: polished but with an outspoken edge, this light-coloured houndstooth in a lavish, winter-ready blend of 90% wool and 10% cashmere offers the perfect complement to the softer natural colours inherent to the colder season. Extra modern when made as an informal jacket and styled with a knit — for example, with a turtleneck in pure cashmere.

Seasonal highlights

Luxurious & soft



8938

Wool and silk: made from a mix of 7% silk and 93% extremely soft, drapable S180 wool, this sage green flannel herringbone is absolutely on trend when it comes to semi-formal wear this coming season. Wear it with a knit or denim shirt for dinner with friends or a white button-up, tie and dress trousers for a day at the office.



8929

Camel wool by Loro Piana: featuring a brushed flannel finish that's decidedly warm and cosy, this unique fabric made from 100% camel hair offers more than just a super-soft touch, natural water resistance and excellent durability, its exclusive texture and sheen also provide an element of visual depth that's outstanding for both formal and casual occasions.



Seasonal highlights

Wintery but lustrous



8941 & 8930



8923 & 8940



8952



8946 & 8935

Wool, silk and cashmere by Loro Piana: when the weather turns gloomy, you can count on these 11 patterned blends of wool, silk and cashmere to bring the charm. Crafted by one of our favourite Italian weavers, plus as cosy and warm as they are lustrous, lightweight and breathable. Available in various checks in colours ranging from merlot and grape to sand, dark green and midnight blue.

Seasonal highlights

Elegant festive wear



8943

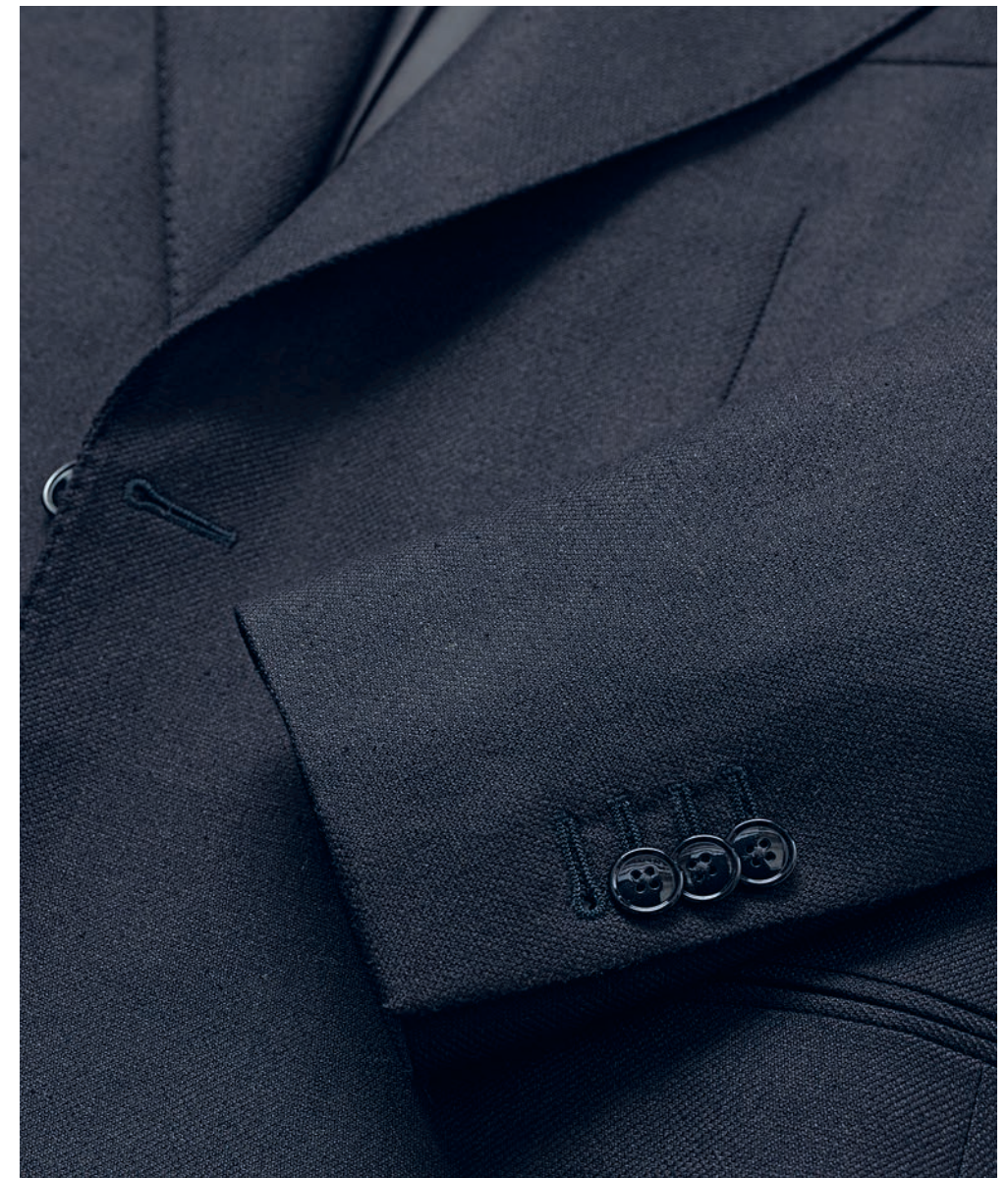


8953, 8944 & 8943

Winter cotton stretch velvet: for a noteworthy addition to your festive wardrobe or a light-hearted look in business casual settings, these three new seasonal colours in your winter-weight, stretch cotton velvet will take your jacket to the next level — guaranteed.

Available for FW23 in steel blue, dark purple and one subdued dark green tartan.

Silk and wool: featuring slightly more silk (55%) than wool (45%), this soft, breathable basketweave in black with an elegant drape is both a safe bet and remarkably elegant in formal and celebratory settings. Particularly impressive when paired with, for example, black trousers, a white button-up and black patent leather shoes.



8937

Get inspired

From classic neutrals to bold patterns and everything in between: the statements you and your customers make this coming season all depend on your style choices — as shown by the following **three inspirational looks**, each featuring a standout FW23 jacket fabric in your more traditional and formal **full-canvas make**.



The cold-weather connoisseur

Winter is at its most striking in this **mixed blue, bold glenchecked jacket** with 2.5-button closure, crafted from a radiant blend of **wool, silk and cashmere by Loro Piana**. Keep it casual yet sophisticated with a navy blue knit polo in cashmere & silk, light grey flannel trousers, a midnight blue grenadine pocket square and black suede lightweight penny loafers.

2.5-button jacket: 8946
 Knit polo: K10077
 Pocket square: TGREN006
 Trousers: FLN004
 Shoes: SDE01



The dark knight

Another exquisite example of your winter-weight **wool, silk and cashmere by Loro Piana** comes to life in this 2-button, **bottle green sharkskin with blue overcheck jacket**, paired here with a stylish sea of dark, calming shades: your midnight blue plain weave trousers, a denim blue cotton flannel shirt, a midnight blue S120 wool flannel tie, a blue flannel pocket square with hand-stitched edges and a pair of black suede lightweight bluchers.

2-button jacket: 8941
 Shirt: SH00218
 Tie: TFLAN003
 Pocket square: PFLN029
 Trousers: E0008
 Shoes: SDE01



The effortless intellectual

Neutral shades are always a great choice for smart-casual occasions, as proven here by this **dark brown and beige 2-button jacket with 'micro-effect'** in a breathable, high-end blend of **wool and silk**. Complete the look for anything from transitional to chilly weather with a comfortable taupe S120 wool jersey shirt, off-white cosy moleskin chinos and lightweight bluchers in chocolate brown suede.

2-button jacket: 8931
 Shirt: SH00342
 Pocket square: PFLN007
 5-pockets: COL017
 Belt: SUS03
 Shoes: SUS03

Wool & lycra 'Jersely' blazers by Loro Piana

365 & 365-Seasonal Collection



BL0030, BL0031, BL0032 & BL0033

Having likely originated as a literal 'sports jacket' worn by rowing clubs in early 19th-century England, the blazer has of course gone on to become a true menswear staple. Now **with a 21st-century touch of stretch for extra comfort**, part of our preparations for the colder months ahead have included **expanding your blazer collection with these four new, top-notch wool & lycra (3%) Loro Piana 'Jersely' fabrics**: two 365s in sand and midnight blue, plus new 365-Seasonals in light grey and bottle green.



BL0031

The festive season time to glam up

We all look forward to dressing up for the holidays — provided, of course, that we're confident in our wardrobe options. The perfect outfit (or lack thereof) has the power to frame our entire perception of a big event: are you feeling nervous or enthusiastic? The right clothes will help you feel free, self-assured and ready to shine.

Luckily for you and your customers, (y)our 365 and 365-Seasonal event collections have everything you need to create a brilliant festive outfit, now including the addition of one **new 365 forest green velvet** for the showstoppers, and two **new 365 dinner jacket fabrics** made from 100% bamboo in black and navy.

New from this season onwards:

- **Jacket design option:** gauntlet cuff with 4 kissing buttons
- **Tuxedo shirt design option:** with long bib
- **Cummerbunds:** to match or complement your bow tie
- **Bow tie design option:** 8 cm width
- **Bow tie make:** pre-tied unfolded
- **365 linings:** eight new sophisticated jacquards and two new changeants to expand your festive jacket options



Jacket gauntlet cuff with 4 kissing buttons

Customise your festive jacket

You may recognise the 'gauntlet cuff' from the world's most famous Secret Service agent: many of James Bond's dinner jacket sleeves sported this turn-back style, which in our case is finished with 4 kissing buttons. Use this design option to **elevate your tuxedo or dinner jacket** either in the same satin or Ottoman used to create your tuxedo details, **or in the same fabric of any jacket** for an extra element of interest.

Tuxedo shirt with long bib

Customise your tuxedo shirt

In the past, a man always wore his dinner jacket with either a waistcoat or a cummerbund, decoratively concealing any possible billowing of his shirt around the waist. Nowadays, the majority of men wear their tuxedos without these accessories — hence, why we've created the option of a longer piqué bib for your tuxedo shirts. By **extending this extra layer of piqué beyond the fifth button** (or stud), you can enjoy the added ritzy piqué texture and opaqueness without an awkward transition between the end of the bib and your trouser waistband. Live in GoCreate from October.



Finish your look *with festive accessories*

New '8 cm width' for bow ties & new traditional cummerbund

Keep your eyes peeled for **the traditional cummerbund**: it's making a comeback! An accessory worn in absence of a waistcoat under a single-breasted tuxedo, dinner or smoking jacket, the cummerbund ensures an extra-polished 'transition' between your trousers and shirt by covering the entire waistline.

Made in your choice of the same satin or Ottoman as used for your bow ties and available in black or various shades of blue, for example, to create a perfect match or instead a hint of variation. The cummerbund should always be worn with its pleats facing up, allowing access to a small pocket in the top seam for easy storage of ticket stubs and other small items when attending an upscale event.

Today, the cummerbund provides a classic touch to your formal outfits, offering a sense of **elegant, old-school charm** while still managing to remain understated and modest. Available with your choice of monogram for an extra personal touch.

For your bow ties, we're adding a:

- **New '8 cm width' design option**, for those looking to give this suave accessory a bit more prominence.
- **New 365 dark green cotton velvet**, for a perfect match with a smoking jacket in the same fabric or as an eye-catching accessory with the outfit of your choosing.
- **Pre-folded bow tie for your unfolded make**, for clients who find the task of tying their own bow to be more burdensome than beneficial.

Tip: since cummerbunds and bow ties are 'one size fits all' and often desired in a predictable range of colours and fabrics (satin and Ottoman), you can increase both your revenue and your chances of helping a customer in a hurry by purchasing them in advance as **instant ready-made**. Delivered to your doorstep in just 4-6 weeks.



Tuxedo jacket: TUX004
Tuxedo shirt: SH00000
Bow tie: TSAT002
Pocket square: SH00000
Cummerbund: TSAT002
Tuxedo trousers: TUX004
Shoes: PAT01



8953, 8944, 8943 & VLV007

Velvet jackets

Seasonal & 365 Collections



8953

Known for its **soft, luxurious** texture, slight sheen and dynamic **eye-catching** quality, velvet remains a dependable choice **for holiday parties and special events**, especially during the winter months. While dark, rich colours such as navy and black velvet will always be classy, more avant-garde colours like green and burgundy are also available to help your more daring dressers take the look one step further.

Now also available in one new 365 shade of forest green and, for FW23, in three elevated seasonal colours: steel blue, dark purple and one dark green 'tartan' (traditional Scottish check).

Bamboo dinner jackets

365 Collection



EVE056

Made exclusively from the more **eco-friendly**, cellulose fibres of the bamboo plant, the truth is we didn't select these innovative dinner jacket fabrics just because they're cutting edge (which we do find nifty). We chose them above all thanks to their exceptional functionality: **soft like cashmere** with a **silk-like shine and drape**, outstanding thermal regulation, natural antibacterial properties and a pleasantly **cool skin feel**. The result is an elegant, lightweight tuxedo or dinner jacket that's perfect for parties and other special occasions.

In addition to off-white, your **365 ceremonial collection** now also includes this 100% bamboo basketweave in one black and one navy.

EVE055



Style inspiration

'What will you wear this holiday season?'

To help you and your customers brainstorm ideas, we asked three of our colleagues to show us how they **embrace the holiday mood** by sharing a favourite festive look of their own. Prepare to be delighted.



8943



Double-breasted jacket: 8943
Turtleneck: K10007
Pocket square: PSILK032
Tuxedo trousers: VBC022
Shoes: POA01

New Year's party look

Sebastian: 'Life is too short to wear boring clothes! There's no better occasion than New Year's Eve to embrace this sentiment, so **don't be afraid to wear something a little unexpected** — unexpected and chic, of course. With a subtle Scottish-inspired tartan overlaying the dark green velvet, this double-breasted jacket also features black satin on the lapels, tuxedo buttons and jetted pockets to give the look an extra-classy edge. **Flawless and modern** when paired with a midnight blue turtle neck, black tuxedo trousers and black patent leather double-monk shoes.'



Tuxedo jacket: EVE056
 Tuxedo shirt: SH00149
 Bow tie: TSAT003
 Pocket square: SH00149
 Tuxedo trousers: TUX006
 Shoes: PAT01



EVE056

Fancy dinner party

Jan: 'They say a true gentleman never sacrifices style for comfort, but in a dinner jacket like this — made from **soft bamboo**, with a slight sheen and elegant drape — you truly get an ideal balance. For me, the finishing touches are the black satin lapels and tuxedo details, adding a bit of **mystery and intrigue**. Paired with a white tuxedo shirt, sleek black tuxedo trousers and black patent leather penny loafers, this look is perfect for those upscale dining events often reserved for the holiday season.'



VLV003

Black-tie event

Diederik: 'A good rule of thumb is to always **dress how you want to be addressed**. When it comes to black-tie events, that definitely means going for a sense of glamour and excitement, but also remembering that the formality of black-tie doesn't really lend itself to experimenting with new fashion trends. I know I always feel like **the epitome of elegance** in a black velvet tuxedo jacket, black tuxedo trousers and a white tuxedo shirt with black satin bow tie. Easy to style with black tuxedo shoes in polished antique leather.'



2.5-button jacket: VLV003
 Tuxedo shirt: SH00102
 Bow tie: TSAT003
 Pocket square: PSILK028
 Tuxedo trousers: WWM009
 Shoes: PAT01



Made in Italy & Handmade in Italy

When refinement and distinctiveness are of peak importance, you'll of course want to consider **your two most time-honoured makes**: 'Made in Italy' and 'Handmade in Italy'. By opting for one of these premium suits or jackets, you aren't just paying for a quality garment — you're **investing in the traditional craftsmanship and special sartorial details** that make each piece unique.

Your 'Made in Italy' range offers a semi-industrial method of construction, resulting in an exclusive suit or jacket that embodies the characteristic quality and artisanal flair of Italian tailoring.

Alternatively, your 'Handmade in Italy' range takes this craftsmanship to the next level, with nearly every detail being crafted by hand to create the most sophisticated construction possible.

Available for (and a great way to showcase) your **most luxurious range of fabrics**, from those intended for weddings and special occasions to your chicest blends and traveller qualities.

Plus, **sartorial fact**: **from October**, we'll be introducing a new '**super-soft shoulder**' design option for all your MIT suits and jackets. By incorporating a thinner shoulder pad, this alternative look and feel elegantly mixes some of the structure and smoothness of your traditional soft shoulder with the more flexible, laid-back quality of its unconstructed counterpart.

Seasonal Suits

Once your summer holidays have come to an end, it's time to get back to business.

Prepare your (customer's) wardrobe for upcoming meetings, conferences and social events — not to mention lowered temperatures — by creating timeless, well-tailored pieces using (y) our FW23 collection of **51 new suitings**. For **classic elegance** that, with proper care, can be worn season after season, for many years to come.



Seasonal highlights

Luxurious



5813



Alpaca and linen blend: with both materials being incredibly durable and breathable, the super-soft and lightweight qualities of alpaca combine with the earthy, textural quality of linen in this distinctly striped, taupe-coloured suiting to create a style that's cosy, practical and dapper.



5811

Pecora Nera wool by Loro Piana: as the colours of autumn change from deep reds and yellows to a darker, more monochromatic and duskier palette, this soft S120 oatmeal suiting with wide sand-coloured stripes will serve as a welcome visual complement. Uniquely made from the undyed fleece of an exclusive New Zealand breed.

Seasonal highlights

Soft & warm

5838, 5820 & 5809



5820



5835 & 5824



5821

Wool and cashmere: easily adaptable for work or semi-casual attire, these three glenchecks and three small houndstooth weaves are your chance this season to have a suit — whether traditional or a combination of the informal jacket and drawstring trousers — made from 10% cashmere and, of course, the best quality wool. Soft, warm and primed for the winter season.

Seasonal highlights

Casual

Cotton stretch denim: is there anything more adaptable and playfully sartorial than an impeccably tailored denim suit? Ideal as an informal jacket with drawstring trousers in this comfortable, winter-weight stretch quality for extra freedom of movement.



5855



5810

Winter cotton corduroy: a great choice for your less formal autumn and winter events — or for a business-casual dress code at the office — the cosiness of this cotton stretch corduroy in pebble grey is yours to spruce up with a dress shirt or down with a knit T-shirt or turtleneck.

Seasonal highlights

Pure wools

Brushed wool: one of the main types of flannel, 'brushed wool' is created by rubbing fine metal wires on one or both sides of the fabric to create extra softness and a layer of air-trapping insulation. Also loved for its rustic appearance, your FW23 steel grey, dark green and midnight blue brushed wools make for an equally charming traditional suit or informal jacket with drawstring trousers.



5832



5826

Pure wool winter cloth by Loro Piana: leave it to the masters at Loro Piana to create a full-bodied, true winter-weight suiting from fine S120 wool. Guaranteed to be warm yet breathable and available now for FW23 in one timeless, mixed grey glencheck made from texturally rich mouliné yarns.



5812



5812 & 5851

Natural bi-stretch wool: thanks to the particular fibres and weaving construction used to create these seasonal flannels, you'll enjoy the benefits of comfortable two-way stretch and natural wrinkle resistance in your choice of five rakish patterns, each made from nothing but pure S130 wool.

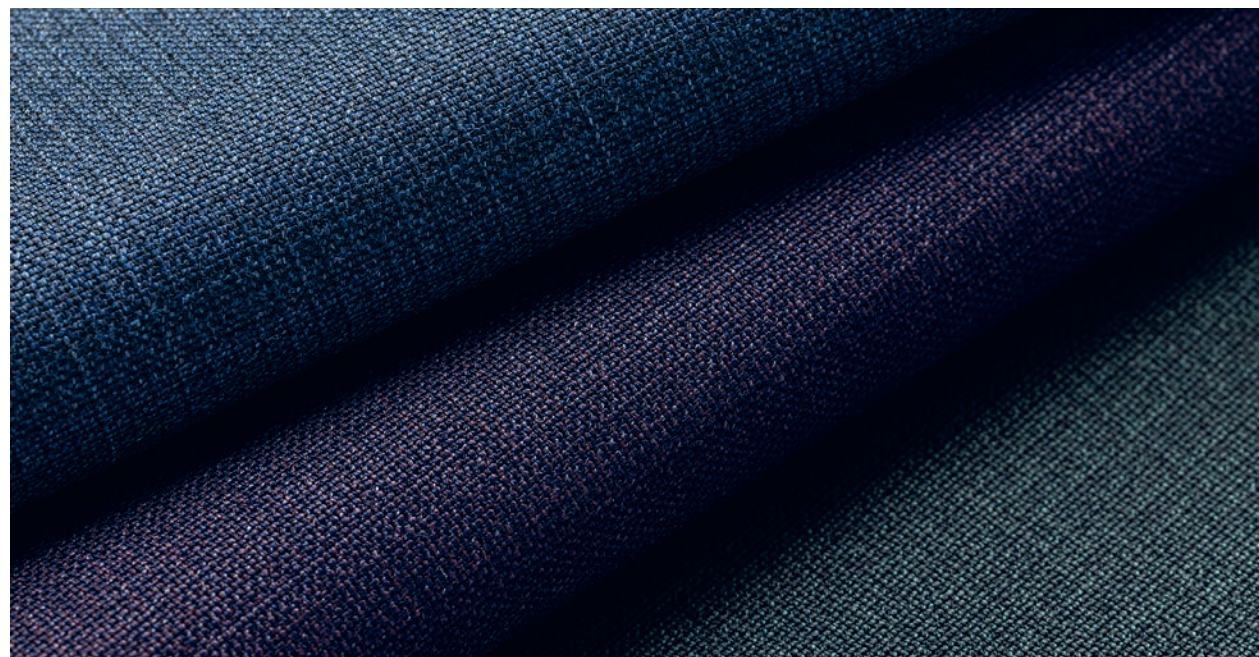
Seasonal highlights

Autumn colours



5852

Stretch wool by Loro Piana: while dark solid grey has long been standard for important meetings and other formal occasions, these five wrinkle-resistant stretch suitings — in a range of unexpected but understated autumn colours and patterns — prove there are still plenty of ‘proper’ alternatives. Available for FW23 in grape, forest green and various blues.



5831, 5852 & 5857



5857

Seasonal highlights

Shine



5829 & 5822

S130 Solaro wool: literally meaning 'sunny' in Italian, when it comes to suit fabrics the word 'Solaro' refers to a unique iridescent quality, appearing almost to change colour and becoming more vibrant in direct light. Made with natural two-way stretch in luxurious S130 wool, these subtle herringbones in smoke grey, forest green, midnight blue and wine red are a flawless choice for any celebratory gathering.



5859, 5822, 5848 & 5829

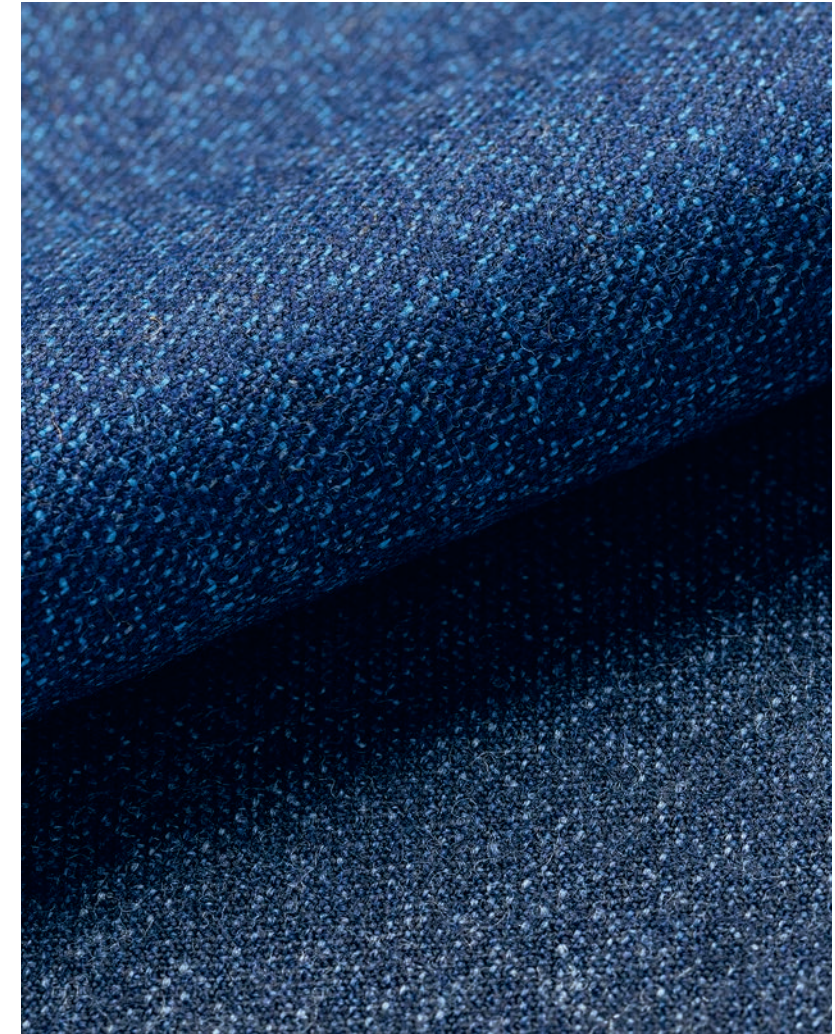
Seasonal highlights

S130 Doppio's



5816, 5843 & 5853

S130 wool by Loro Piana: made from the same wrinkle-resistant, high-twist yarns you've come to love, we've chosen four checked S130 doppio's to help you create a variety of seasonal business looks this winter, each with a wealth of elegance, character and versatility. Effortless to style with a crisp cotton button-up in a colour and texture of your choosing.



5845 & 5841

S130 wool: of course, you know that the higher the super series, the finer the fibres used to create a wool fabric. But did you know that the specific choice of the word 'super' is truly as intuitive as it seems? 'Superior' quality — perfectly embodied by these three windowpaned glenchecks and two 'speckled effects', all of which feature a beautiful drape, exceptional durability and natural resistance to wrinkles.

Seasonal highlights

Ease into winter



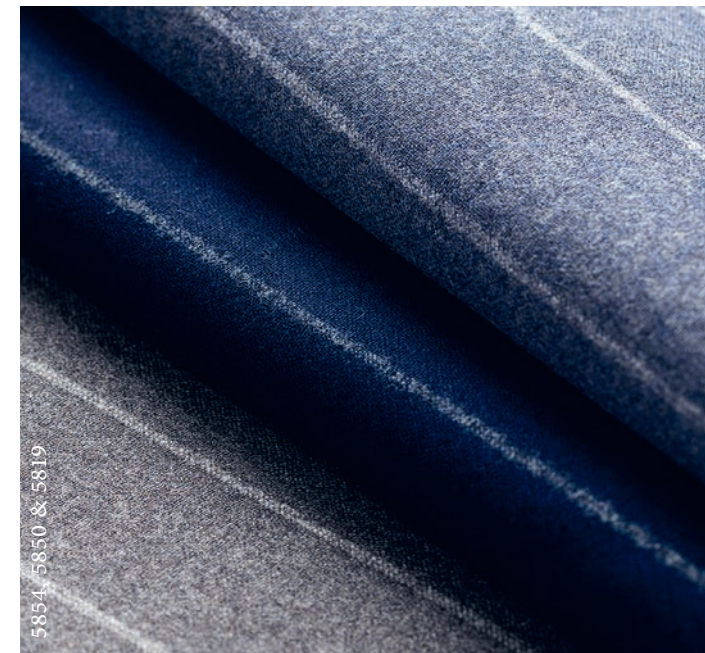
5818



5856 & 5818



5854



5854, 5850 & 5819

Wool stretch: available in two glenchecks and three chalk stripes, the beauty of stretch wool includes its ability to move with your body, ensuring not only greater comfort and flexibility, but also an increased lifespan and ease of care by helping the fabric maintain its shape and resist wrinkles — especially when it comes to a closely fitted silhouette.

Seasonal highlights

Natural stretch



5833 & 5839

Natural stretch wool by Loro Piana: in a weight that can easily be worn from early autumn through mid-spring, these classic suitings with natural stretch clearly exhibit the softness and drape for which S120 wool is so highly prized. Available for FW23 in a colour palette that's both witty and professional, including one Prince of Wales check, two glenchecks and two houndstooth weaves.



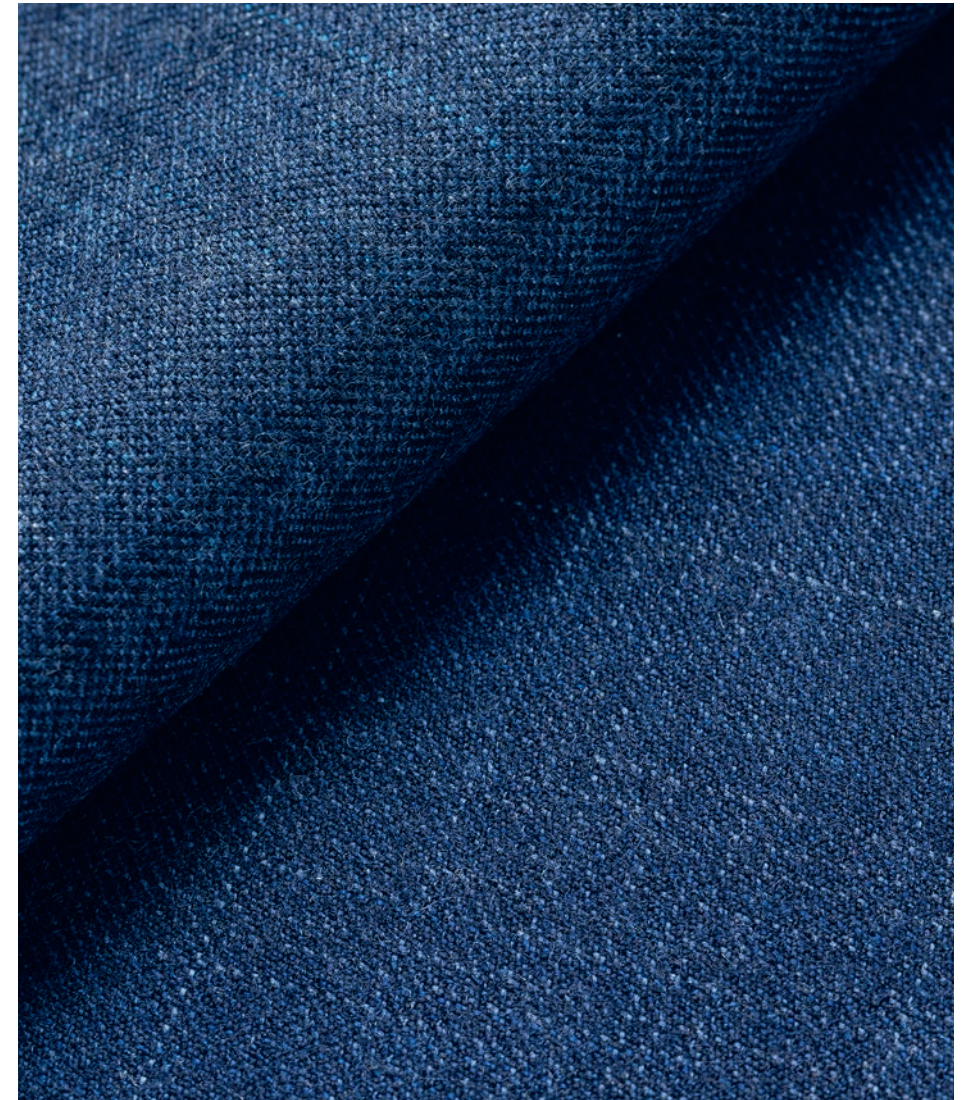
5827

Seasonal highlights

Tasteful blues



5842



5842 & 5837

Wool and silk: be it for the office or a special event, this lustrous blend of 95% wool and 5% silk has that luxurious 'je ne sais quoi' quality that sets you apart from the crowd in a decidedly tasteful, understated way. Wearable from early autumn through late spring and available for FW23 in two subtle blue checks.

New Buttons

Customise your suits & jackets

Although buttons are 'only' a small detail, your choice of colour and material can go a long way in determining the character of a suit. That's why we're expanding (y)our collection with seven distinctive new suit buttons:

One mother-of-pearl (medium brown), two galaliths (Essex green and dark wine), three 'horn looks' (taupe, caramel-ivory, and light grey-white) and one urea (ivory-evergreen).



51, 52, 53, 54, 55, 56 & 57

& Alcantara



57 & 58

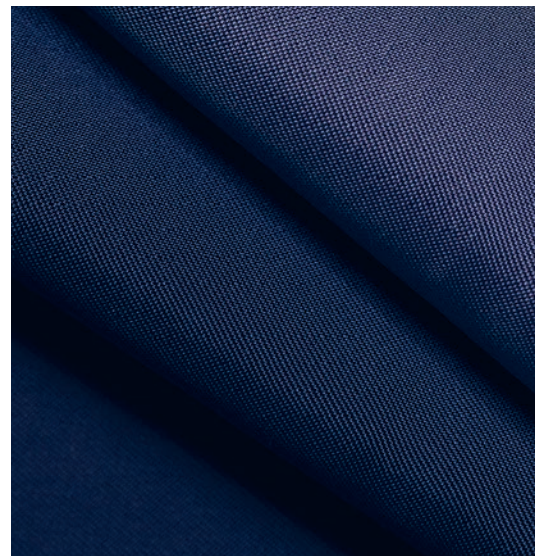
Also new from this season onwards:

Two new shades of light brown Alcantara, to expand your options for your undercollars, elbow patches and throat tabs — an excellent match for fabrics in lighter shades and other earth tones.

Upgrade your suit with sartorial details

To help increase your revenue — and, at the same time, **educate your customers and enhance their wearing experience** — you'll be wise to keep the 'upselling' sales technique in mind. Upselling, we're sure you know, means to offer your customer an upgraded, higher-end version of a product, in this case a garment, in exchange for a surcharge. Once you have a grasp on your customer's needs and goals, you can explain the benefits of the premium features that are most relevant to him and his purchase. **People are often happy to spend more for a better product when they understand the value.**

While each garment presents its own opportunities for upgrading (and thus upselling), for a suit you may want to suggest:



Bemberg linings



Monogram

1. A small-but-visible row of stitching along the jacket's lapels, collar, pockets and shoulders.
2. Artisanal buttonholes, for added personality and charm.
3. Full canvas, Unconstructed handmade, Handmade, Made in Italy or Handmade in Italy.
4. Unique colours with an earthy aesthetic, natural iridescence or beautiful, gem-like sheen.
5. A distinguished-yet-affordable nod to traditional Italian craftsmanship and tailoring.



1. 'Extensive' or 'doppio impuntura' pick stitching

2. Handmade lapel buttonhole

3. Full canvas or handmade makes

4. Horn, mother-of-pearl or galalith buttons

5. First sleeve buttonhole 'Milanese'

Get inspired

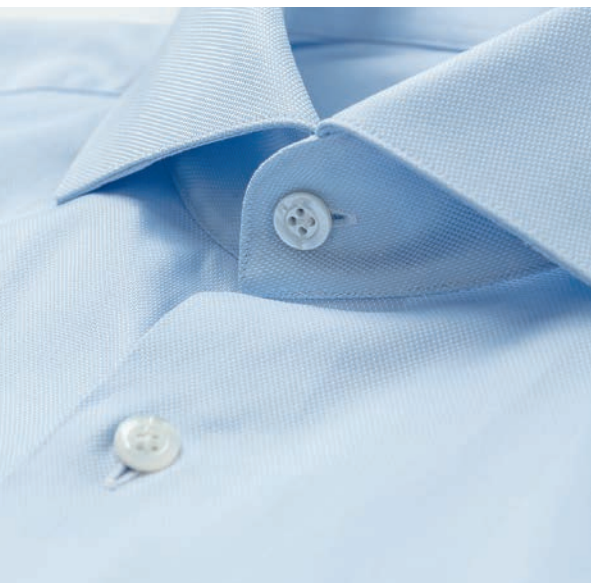
To get your creative juices flowing in the more-formal direction, we've curated the following **three dapper ensembles** crafted in your exquisitely sartorial **full-canvas make**, each starring one of our favourite FW23 suitings. From business with a twist to outstanding seasonal clear-cuts.



The dapper professional

A modern twist on a classic look, this **beige flannel suit with brown windowpane in natural bi-stretch S130 wool** features a double-breasted jacket with patch side pockets (including an extra inside patch pocket to keep your cards and other small objects extra secure) and trousers with a single pleat. Paired with a white flannel button-up, dark brown tie and dark brown split-toe bluchers for **peak formal elegance**.

Double-breasted jacket: 5812
 Shirt: SH00226
 Tie: TGREN011
 Pocket square: SH00226
 Trousers: 5812
 Shoes: PLA02



Ultra-refined business look

Step comfortably into winter with this daringly elegant **midnight blue Solaro herringbone suit**, crafted from **natural bi-stretch wool** for increased freedom of movement. Featuring a stylish 2.5-button jacket, you can easily complete the ensemble with a light blue button-up, dark blue jacquard tie and a pair of dark brown double monks in polished antique calf leather.

2.5-button jacket: 5848
 Shirt: SH00018
 Tie: TS758
 Pocket square: SH00018
 Trousers: 5848
 Shoes: POA02



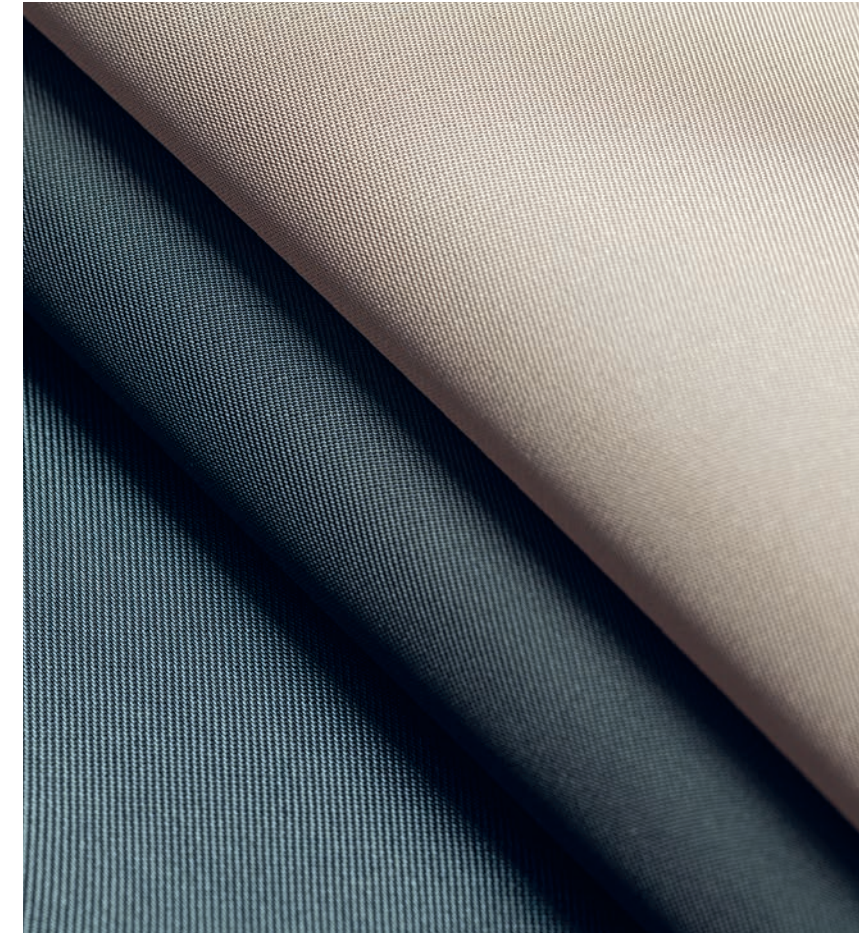
The impeccable socialite

Expand your horizons beyond the conventional dark blue suit in this sophisticated, yet slightly unconventional **dark green subtle glencheck with windowpane by Loro Piana**. Crafted from four-season **S130 wool**, this two-piece suit is perfect for any business setting or special event during the colder months, but can also be worn in more mild temperatures as desired. Tastefully styled with a white button-up, midnight blue tie and black penny loafers.

2-button jacket: 5830
 Shirt: SH00263
 Tie: TGREN006
 Pocket square: TGREN006
 Trousers: 5830
 Shoes: PLA01



Fancy 448, Fancy 446 & Fancy 447



268, 163 & 28

Linings

Like always, we're adding a new, hand-selected mix of fun prints and plain colours — i.e., **a whopping 24 new linings in total** — to match (y)our seasonal outer fabrics. You can think of them in six distinct groups:

- **One new jersey quality**, available only for your quilted vests in one navy and one heathered grey
- **Eight new paisley jacquards**, our wedding favourites
- **Nine new fancy prints**, ranging from stylised foliage to geometric designs
- **Two new changeants**, in one dark green and one gold
- **Two new Bembergs**, in one dark green and one taupe
- **One new solid** in dark green

Five matching sets to take the guesswork out of winter styling

When styling's not your customer's strong suit, how can you help him decide what to wear? **Tip: use these five curated looks as a jumping-off point**, then help him switch up his use of colours, textures and accessories as desired.



Utility jacket with 5-buttons: 5855
Full-zip knit: K10139
Knit T-shirt: K10125
Drawstring trousers: 5855
Belt: SDE01
Shoes: SUS08
Beanie: K10043

01. Workwear set

While the term 'workwear' originally referred to clothing designed for blue-collar workers such as builders, farmers and mechanics, its influence has long spilled over into more sartorial styles — exemplified here by this **denim blue stretch cotton twill suit** comprised of a utility-style, **5-button informal jacket** with patch pockets **and comfortable drawstring trousers**. Round off the look for autumn and winter with a beanie in grey-beige cashmere for extra warmth, a light grey full-zip knit in 'half English rib' wool & cashmere, an off-white knit T-shirt in cotton & cashmere, a belt in black suede and mid-top city loafers in grey summer suede.

Hoodie with zip: K10035
Knit T-shirt: K10007
Leisure pants: K10035
Shoes: SUS10



02. Loungewear set

Everyone already has a few trusty garments they tend to throw on in those **precious moments of downtime**, but if you don't own any high-end loungewear yet then trust us: kicking back and relaxing becomes even more **cosy and enjoyable** in your specially designed loungewear, for example, in this matching hoodie and leisure pant set in midnight blue pure cashmere. Paired with your basic staples of a knit T-shirt in midnight blue extra-fine merino wool and — if you're inspired to leave the couch — low-top sneakers in midnight blue suede with a gum-coloured sole.

3-button informal jacket: 5810
Crew neck: KS10062
Pocket square: PS576
Drawstring trousers: 5810
Shoes: SUS03



03. Corduroy set

Looking to strike a distinctive **balance between formal and casual** this coming season? This suit in pebble grey corduroy will help you do just that, partly thanks to its construction as an informal 3-button jacket with comfortable drawstring trousers — which (by the way!) **also make for ideal seasonal separates**. Stay warm while completing the relaxed-chic vibe with a pure cashmere crew neck in hunter green, a beige wool-silk pocket square with paisley design and your lightweight bluchers in brown summer suede.



2-button jacket: 5858
Mock neck: K10023
Pocket square: TGREN006
Trousers: 5858
Shoes: POA03

04. Monochromatic set

For a **fun and stylish** take on the monochromatic look, we highly recommend this **grape wool suiting by Loro Piana**, featuring a welcome **touch of stretch** and intriguing 'micro-effect', styled with a mock neck in burgundy mélange extra-fine merino wool, a midnight blue grenadine pocket square and burgundy antique calf penny loafers in your Blake Flex make. Sporting a smart, mellow colour that's perfect for fall, you can easily give this look a professional spin by simply switching out the mock neck and penny loafers for a crisp white button-up and Oxfords in black plain calf leather.



2-button jacket: 5853
Shirt: SH00057
Tie: TS763
Pocket square: SH00057
Trousers: 5853
Shoes: PLA01

05. Formal set

Creating a look that's both classic and elegant, the fact that a **timeless formal suit will never go out of style** makes it, in our eyes, the epitome of a smart wardrobe investment. Such is the case with this impeccable **midnight blue S130 wool** suit, featuring a subtle glencheck and windowpane in a pleasant seasonal weight by **Loro Piana**. Styled with a sleek white royal Oxford shirt, an off-white silk jacquard tie with camel flowers, and classic black Oxfords in fine calf leather for further refinement.

Seasonal outerwear collection

Once the chill sets in, our **(over)coats become like a second skin:** we wear them to special occasions, the office, outdoor activities and everything in between. While some men desire a different (over)coat for each occasion, others prefer one versatile all-purpose companion. Whether you prefer a classic, informal or athleisure twist, your (over)-coat needs to **not only be reliable**, it should also **reflect your own personal needs and style**.

Opt for one of your **eight new seasonal (over)coat fabrics** for some extra panache, or go classic and functional with your **two new 365 Loro Piana Storm System® fabrics**, added to replace their former versions in dark blue.

What else is new for your outerwear, both seasonal and 365? Updates from this season onwards include:

- **One new taupe 'horn-look' (over)coat button**, to expand your options.



Seasonal highlights

Autumn colours



OCS0114 & OCS0118

Casentino: a true gem, this unique 'knotty' wool hails from its namesake Tuscan valley, where the textile has been popular since the Middle Ages and was first developed for heavy outdoor use during wet and chilly winters. Fleece-like in its properties and available for FW23 in bottle green and dark blue, with incredible durability and natural water resistance.



Wool-alpaca blend: there's nothing quite like a bold herringbone to strike a balance between eye-catching and understated, featured here in a mix of soft browns with black for a multidimensional look, and with 37% alpaca for a plush, warm feel.



OCS0120

Seasonal highlights

Soft & warm



OCS0117



OCS0119, OCS0117 & OCS0121

Wool-cashmere blend: a high-quality coat can turn winter from a burden into a pleasure, as these luxurious wool and cashmere blends immediately prove. Warm, full, extra soft and ready to brace you from the cold in three glenchecks and two light-coloured mélangé solids.

OCS0113 & OCS0116



OCS0113

Loro Piana Storm System® coat fabrics

365 Collection



OC0105

Technical wool coat by Loro Piana:

After years of satisfied customers, your bestselling Loro Piana Storm System® fabrics (OC0026 and OC0027, discontinued but available while supplies last) are being updated with a slightly new look in these dark blue fine and structured twills, made with the same trusty waterproof finish in high-tenacity heavy wool.

OC0106



How to style your new outerwear with beanies and scarves

Up the enjoyment of your new coat or overcoat by adding a tasteful beanie and scarf. Since you almost always wear them together, **the easiest way to select a colour for these accessories is to match, complement or contrast them with the palette of your (over)coat.**

Always made in **double-yarn**, and with 33 hues to choose from in **pure cashmere** and 23 in **wool & cashmere**, there's a shade to bring out the best of every man and his outerwear. Read on for a frosty blast of inspiration.





Neutral-coloured (over)coat

Is your outerwear grey, blue, brown or black?
Hold on to your hat: **your possibilities are nearly endless!**



Classic (over)coat

Beautifully accentuate the **timeless sophistication** of any dark blue overcoat with knit accessories in your choice of earth tone, as pictured here in taupe. Or opt for a complementary shade of blue to create a calm, cohesive and polished look.



Patterned (over)coat

More than one colour sharing the spotlight? Picking just one to mirror in your scarf and/or beanie will **create an accent** that's both charming and refined.



Uniquely coloured (over)coat

Is your (over)coat of the less ordinary kind? Then go ahead: **pick any colour that's a good complement.** For example, ochre yellow goes great with maroon and shades of blue, whereas green becomes extra dapper against sand and rust tones.

Shirts

365 & 365-Seasonal Collections

Make sure you're ready for anything — whether it's a spontaneous city trip or an important meeting — by keeping your wardrobe stocked with a comprehensive range of shirts to meet your needs and preferences.

How can you tell if your collection is balanced and varied enough to get you through the season? **You'll want to consider a number of factors, most notably fabric quality and lifestyle demands.** For example, if your (customer's) job typically requires a suit-shirt combo, then we recommend investing in shirts made from breathable, lightweight and neutrally coloured fabrics that are easy to care for. If you know you'll often be travelling or outside on the go, then you'll want to opt for warmer fabrics, potentially in a more adventurous, varied array of colours and textures.

Thankfully, each of your **20 new shirt additions** brings something unique to the table as the days grow shorter and cooler, offering options for every occasion, style and function. Read on for more details!

What else is new for your shirts, both seasonal and 365? Updates from this season onwards include:

- **Shirt collar design option:** hidden button-down with loop
- **Shirt buttons:** five new colourful 'mother-of-pearl look' buttons to expand your options (also available for your knit polos)





SH00352

Smart-casual shirts

For a splash of texture

Alternating between shirts is the easiest way to play with texture in an outfit, upping your look's versatility and overall visual appeal while also helping to create a sense of balance and harmony. For fall and winter, flannel and denim fabrics are a favourite way for many gentlemen to do just that, whether under a formal suit or with a casual pair of jeans.

365 washed denim cotton: in a twill weave and the versatile shade of grey, made from robust two-ply yarns in soft, fine, 100% cotton. For the ultimate wearing pleasure and a clean-yet-casual look. (SH00352)



SH00332, SH00333, SH00336, SH00335 & SH00337

365-Seasonal cotton flannel: soft and warm to the touch, laid-back and sartorial. Style yours as a dress shirt to wear under a suit or (informal) jacket or, for casual use with jeans and 5-pockets, with patch pockets and a shallow curved hem. Available now in six new colours, including two checks and four heathered chambrays. (SH00335, SH00336, SH00332, SH00333, SH00334, SH00337)

Knit shirts

Classic wardrobe essentials

Solid-coloured shirts will, of course, never go out of style and we predict their more-relaxed knit variations are also **here to stay**. Is your stash up to snuff for winter? Good news: the options are plentiful, comfortable and easy to style.



SH00347 & SH00348

365-Seasonal wool and lyocell piqué: two dapper colours with an elegant shine in a breathable blend of 52% wool and 48% lyocell (a notoriously soft, more eco-friendly material made from cellulose fibres). (SH00348, SH00347)



SH00342, SH00341 & SH00340

365-Seasonal S120 extra-fine merino wool jersey: using nothing but fine S120 merino wool — certified according to ZQ standards, i.e., a wool quality certification programme focused on ethical and sustainable practices — these three new seasonal colours are not only oh-so soft, they're also naturally less prone to wrinkles. (SH00340, SH00341, SH00342)



365-Seasonal cotton interlock: say yes to more sustainable fabrics! Made from soft, certified organic cotton per GOTS requirements, these four-season cotton knits can easily be adapted for comfortable, hassle-free use at home, the office or out on the town. Available now in four versatile colours. (SH00346, SH00344, SH00345, SH00343)

SH00343, SH00346, SH00344 & SH00345



SH00350 & SH00349

Business shirts

Easy-care

Shrink-/wrinkle-resistant and requiring little to no ironing, these resilient business shirts keep you looking polished and put-together with minimal time and effort.

365 easy-care cotton: expanding your collection of fine twill for busy professionals in 100% cotton with one stripe and one check, both in white with sky blue. (SH00349, SH00350)



SH00338 & SH00339

365-Seasonal super-stretch knit: work hard, play hard in these two new, blue-on-white micro designs made in a moisture-wicking, high-performance blend with an extraordinary amount of stretch for extra ease and comfort. (SH00339, SH00338)

New collar design option: **hidden button-down with loop**

Customise your shirt

Want to be certain your collar will stay in place under your jacket's lapels, but want a look that's slightly cleaner than your standard button-down? Or perhaps you simply prefer collar buttons that are easier to open and close? For example, for use with a tie or to streamline your washing and ironing efforts. Look no further than **your newest collar design option: the hidden button-down with loop**. For what some may call 'the best of both worlds'.





New shirt buttons

Customise your shirt

Introducing **five new, richly coloured 'mother-of-pearl look' shirt buttons** with a medium rim, to expand your options (also available for your knit polos). In your choice of charcoal, taupe, caramel, juniper or wine red, each with a beautiful, iridescent shine.



Pants

Comfortable and sophisticated essentials

Although statement jackets and the latest sneakers are usually at the top of a man's 'want list', his essentials deserve an equal amount of attention. A well-styled and **great fitting pair of trousers or pants can be powerful in its quietness** — helping your showstoppers get the attention they deserve or sported with other basics to celebrate the beauty of simplicity.

To assist you with your customers, the following pages include a guide for finding the right match in terms of both style and fit. Also available as **instant ready-made** with a minimum order of only two pieces, delivered to your doorstep in just 4-6 weeks.

New from this season onwards:

- **GoCreate update:** introducing the ability to create, customise and/or process more than one pant order at a time, live from October

New garment-dyed colours for chinos & 5-pockets

365 Collection

For (y)our garment-dyed 365 collection, we've updated your range of colours to ensure that both your broken twill and fine twill qualities are **now available in the exact same spectrum of colours**: amounting to seven new colours for your broken twill and five new colours for your fine twill.

How to choose between these two qualities? Remember that fine twill is your lighter option, ideal for spring and summer, while broken twill is slightly heavier, wearable all year round and particularly good in the cooler months.

Live in GoCreate from October.

Casual corduroy pants

365 Collection



COL028, COL029, COL032, COL030 & COL031



COL029 & COL030

First introduced last season, if you've been waiting to try (y)our 365 cotton and lyocell stretch corduroy, then the cooler months will provide a welcome practical excuse. **With ribs and a slightly heavier weight that's perfect for winter**, this soft, comfortable corduroy comes in five everyday colours: dark olive, tan, light sand, navy and light grey. For a look that can be both edgy and classic.

Updated 'make' terminology and simplified default details

Customise your pants

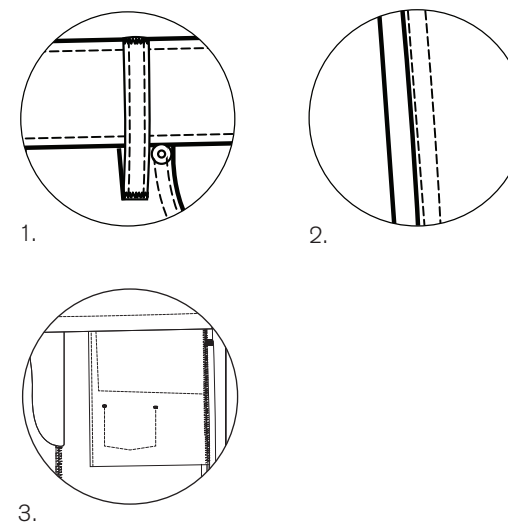
As you hopefully already know, providing you with the best possible service is always one of our top priorities. That's why we've updated your chino, jean and 5-pocket makes to help ensure a faster, easier order creation process. Here's what we have changed:

1. Updated make terminology

We're still offering two constructions for your chinos, jeans and 5-pockets, but **we're changing the names:** what was previously called the Standard will now be called the Traditional — incorporating the details and construction techniques essential to any high-quality pair of chinos, jeans or 5-pockets — and what was previously called the Traditional will now be called the Sartorial — which we consider 'the full canvas' of our chino, jean and 5-pocket makes, thanks to its sartorial details.

2. Updated make details for jeans & 5-pockets

To help make it faster and easier for you to explain all the nuanced details of the Sartorial make to your customers, we've **streamlined the options** to include only the elements that add distinction and character. **Read on for an overview** of the updated default details for each of your two jean and 5-pocket makes.

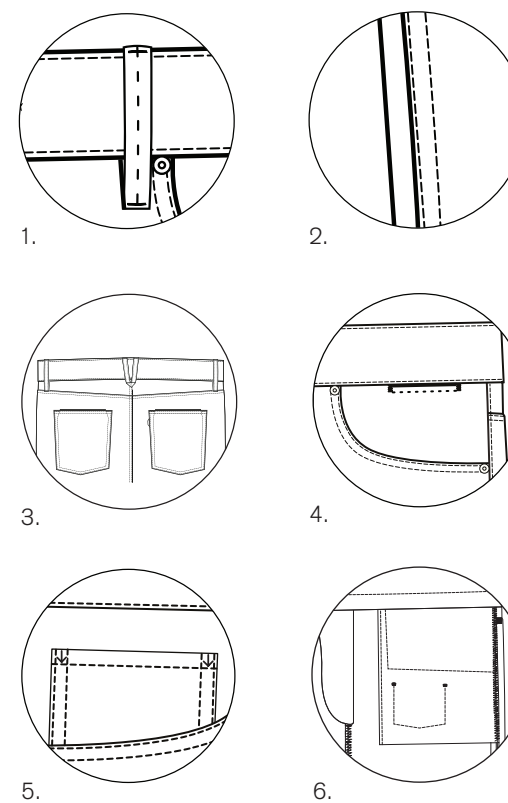


The Traditional (previously called the Standard)

Construction details:

1. Reinforced belt loops
2. Regular twin stitching
3. Overlapped pocket bag
4. All stitching in chosen colour when 'contrast stitching' option is selected (incl. the bartacks on the coin pocket and the inseam)*

* = new



The Sartorial (previously called the Traditional)

Construction details:

1. Belt loops with AMF
2. Regular twin stitching (instead of 'narrow twin stitching')*
3. Back pockets with refined bartacks*
4. Extra coin pocket with AMF
5. Bird-foot bartacks on the front side-pocket seams and corners of coin pocket
6. Overlapped pocket bag (instead of 'finished pocket bag')*
7. All stitching in chosen colour when 'contrast stitching' option is selected (incl. the bartacks on the coin pockets and the inseam)*

* = new

Personalise your jeans

Create your own fit

You're the boss when it comes to the fit of your own custom-made jeans — that's part of the beauty, of course! How to ace this task every time?

Step 1: think about your (customer's) body, lifestyle and personal tastes.

Step 2: choose the fit (Slim or Regular) that forms the best departure point.

Step 3: use the fit tools as necessary to achieve your desired look.



WAS016

01

Skinny fit

What: a close-fitting pair of jeans, great for emphasising the wearer's height and stature. Use your new lightweight super-stretch denim for best results.

How: start with the Slim fit and raise the value of your 'back raise' fit tool while also taking in the '½ thigh', '½ knee' and '½ hem'.



WAS011

02

Slim fit

What: a snug fit, but with a little more legroom than a skinny. Our most popular fit for creating a contemporary silhouette.

How: select the Slim fit (easy!).



DEN003

03

Regular fit

What: a smart, easy-going silhouette with a straight leg and classic vibe. Modern and comfortable.

How: select the Regular fit (done!).

Shoes

& belts

As the summer sun sets, it's time to get ready! Now's your chance to make plans and place orders to prepare your store for the colder months ahead. **Make sure you're stocked with a basic range of belts and footwear staples**, perhaps as part of your **instant ready-made** series — we recommend our favourites, showcased on pages 173-184, to start.



New belt design option: 2.5 cm width

Customise your belt

A great belt gives your outfit that finishing touch, even when your trousers or pants already provide an exceptional fit. In addition to your 3.5 cm and 4 cm belt widths, **you can now also choose from the same materials and lengths for an elegant 2.5 cm width** — particularly complementary with **smart and formal** styles.



Shoes for all winter occasions

Let us be your guide through the frosty swamp of boots and shoes available for **fall and winter**. Which are unmissable and for which occasions? Read on to get the full scoop, from business to parties or a relaxed day with friends.

SDE08
SUS04
POA01
SUS06



SDE06

On weekend get-aways

Parajumper and chukka boots are essential for getting through the season in cold and icy conditions. To enjoy your time outside, it's important to have **a good, firm pair of boots** to keep your feet warm and dry. For a slightly more formal option, your derby with brogue easily lends itself to date nights and semi-formal occasions.



SDE01 & SDE08



SUS08 & SUS01



SUS04

On city strolls

For long urban walks, a sharp pair of **city loafers** will **keep your feet from getting sore** while also exuding an air of worldly **sophistication**. Comfortable, lightweight and easy to slip on and off, your mid-top city loafers (with or without laces) can certainly withstand some light rain and, of course, chilly fall temperatures.



SNG01

Casual comfort

While there are plenty of things to debate in the world of menswear, we trust we can all agree on **the 'must-have' status of sneakers** for the modern wardrobe. Offering a relaxed, comfortable fit and sporty aesthetic, **for use in your free time or even under a suit** in some business settings.



SUS03 & SUS06



PLA01

At work

If you're a suit-and-tie kind of guy, then **double monks, Chelsea boots and penny loafers in the Blake Flex make** will probably be your go-to winter business shoes. The perfect combination of **chic and modern**, these shoes also make for a smooth transition from business to after-hour drinks.



POA01 & POA02



PAT01

To a party

When it comes to parties and other ceremonial events, putting **your best foot forward** will help you both feel your finest and make a lasting, positive impression.

For events that call for the highest of dress codes, **black patent leather tuxedo shoes, black polished antique calf tassel loafers or velvet plain-toe loafers** are always an excellent choice.



POA06 & VELV003



Wedding Wool & mohair

365-Seasonal Collection

In anticipation of peak wedding season, we're introducing **two new exquisite changeant shades of green, in one petrol and one sage**, to expand your collection of our bestselling blend of wool (84%) and mohair (16%). With their **captivating Solaro iridescence in soft fine twill**, these stunning fabrics truly embody the uniqueness so often desired for weddings.

Just add, for example, **one of our paisley jacquard linings**, a crisp white button-up, a white satin silk tie, and your choice of double-monks, loafers, or tuxedo shoes in sleek black or brown leather and voilà! Memorable impression guaranteed.



8501, 8503 & 8502

Paisley jacquard linings

Customise your wedding look

Add an **extra special touch** to your (customer's) wedding jacket with one of your new paisley jacquard linings, available now in the **eight easy-to-combine colours** of silver, champagne, off-white, black, two blues and two greens.

Because your wedding suit is more than 'just a suit' — it's a chance to embrace the greatness of the occasion, inside and out.



WWM5014



8500, 8499, 8497 & 8498

Ties

Looking for an easy way to brighten your look? Adding a necktie or pocket square can elevate your business, smart-casual or evening attire with a simple flick of the wrist.

Specifically for your FW23 collection, we're adding **18 new seasonal tie options** to complement your seasonal suits, jackets and ceremonial looks, **including: 100% silk jacquards** in a range of designs (squares, flowers and dots), **three jacquards in wool and silk** with contrasting stripes, and **two darkly coloured wools** with polka dots. Also good to know: we've ordered **extra metres of your eight FW22** elegant pure-silk **basket weaves** to expand your (customers') formal options even further.

For that extra 'winter feeling' and your semi-casual looks, we've also **hand-selected a number of your FW23 suitings to allow for a perfect match** with your tie: three shades of your **S120 brushed wool** (midnight blue, smoke grey and dark green), one grape wool with micro effect, and your boldly seasonal tan and grey alpaca blend with sand stripes.

Next, we're **also expanding your 365 tie collection to permanently include 10 of your popular VBC flannel suitings** (including two new blues and one new light grey) and one new green velvet bow tie addition.

To expand your collection of grenadine options, we're adding **five new 365 pure silk grenadines** — available for both ties and pocket squares — each of which features a **mélange effect** thanks to its white threads in the warp mixed with a single solid colour in the weft.

What else is new this season? For your bow ties, we're introducing a new '8 cm width' design option and one new pre-folded bow tie make, perfect for clients who find the task of tying their own bow to be more burdensome than beneficial.

Also new this season:

- **The ability to create, customise and/or process more than one (bow) tie order at a time in GoCreate.** Live from October!





Pocket Squares

For your FW23 pocket squares, you'll find **13 new additions** in a diverse array of prints — some reversible or with open weaves — all in exquisite compositions of **pure silk, pure wool, or wool with silk or cotton**. Featuring a rich colour palette comprised of darker blues, browns and greens, and softer shades such as beige, oatmeal and white.

Also new from this season onwards: **five new 365 grenadines**, as mentioned with (and also available for) your ties, each with white threads in the warp for a chic and modern mélange effect.

Don't forget to order your **instant ready-made** ties and pocket squares along with your other seasonal samples! You may be surprised how easily these accessories (up)sell when you have them stocked and ready to go. Delivered in 4-6 weeks with a minimum order of only two identical pieces.

Instant ready-made

What you want, when you need it

What adventures, opportunities or challenges await us in the months to come? To some extent, it's impossible to know for sure. But what we do know is this: the old way of purchasing ready-to-wear — requiring you to make huge financial commitments, based on guesswork, months in advance — leaves much to be desired in a world where changes happen quickly and crises loom. And we also know (i.e., the good news is): our instant ready-made module makes that problem virtually obsolete!

By **purchasing what you want, when you need it**, according to your exact specifications, you'll be **ready to help whoever walks through your doors or visits your webshop**, even the customers who need a solution *right now*. From suits and knitwear to jeans, shoes and everything in between, you can now create your own ready-made collections on a flexible, ongoing basis. With a minimum order of just two pieces, **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 — together with you, through thick and thin. Click on the ready-made module in GoCreate to **start creating your FW23 and 365 ready-made collections today** or contact your business consultant for assistance.

Also new for all instant ready-made creations from this season onwards:

- **Improvement:** refined closed buttonholes, for a chiquer, more elegant look.
- **Update in GoCreate:** want to create a custom order using the FitProfile of a ready-made sample instead of a TryOn? When prompted to create a new fit, click the new option of 'Previous order' to select and automatically load the fit details of any past ready-made order you choose.



Everything you need for your winter adventures

With these seven winter staples, you'll be prepared for whatever heads your way this coming season. Guaranteed to keep you comfortable, warm and (of course) super sharp.



Everything you need for your winter adventures



Casentino coat

Protect yourself from the elements this winter with a stylish coat that's **durable, water-repellent and incredibly warm.**

Everything you need for your winter adventures



Quilted vest

Along with upping the aesthetic interest of your outfit, a quilted vest can increase the mileage of your wardrobe by either **making your jacket warmer or functioning as a stand-alone alternative**, depending on the weather. Bonus: it also **increases your storage space** for small items such as a wallet, phone or keys.

FLN009

Cargo trousers

We all have **more gear in the winter** than we do in the summer, making cargo pockets **extra practical in combination with your heavier seasonal fabrics**. Choose a fabric with stretch and/or a modern drawstring waistband for optimal ease and freedom of movement.



FLN004

Everything you need for your winter adventures

Knit with zip

Easy to zip up for extra coverage and back down when you're warm, a knit with zip is the **most pragmatic way to use this super-soft, modern garment** as an extra layer in winter.



K10047, K10104 & K10038

Everything you need for your winter adventures

Parajumper boots

With **soles designed to provide excellent traction on slippery surfaces**, a smart pair of parajumper boots will **keep your toes warm and dry**, while also looking smart under anything from cargo trousers to jeans — no matter how frosty it gets outside.



Utility jacket

Whether you use its large patch pockets to store your hat and gloves, or for smaller belongings such as keys and a wallet to free up space elsewhere, there's nothing like a utility jacket to **up the functionality of your outfit while keeping your look timeless and rugged**. Also great for use as a singular layer in gentler temperatures.



BL0028

SDE02



Any questions?

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