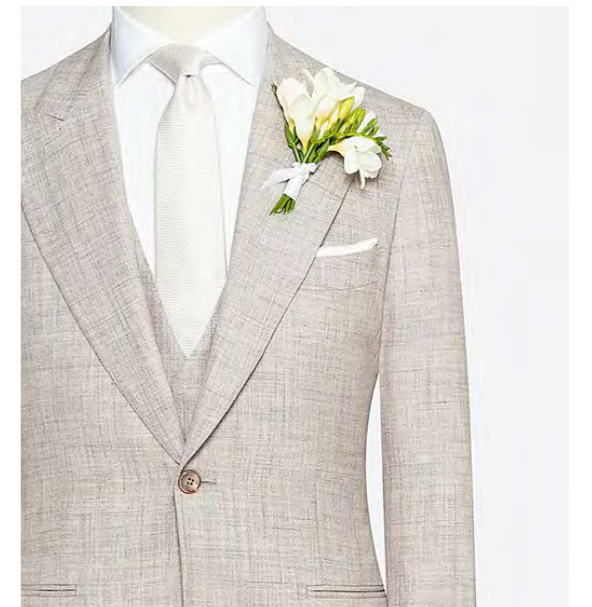


The new collection

Spring & Summer '24

Made to measure

KINGS
—house—



The sartorial canvas of summer

Aaand off we go! We hope this magazine will feel like a tropical holiday as you **learn about everything headed your way in the months to come**, including your latest products, developments and SS24 fabric collections. Everything has been selected based on our **guiding principles of craftsmanship, breathability, versatility and comfort** — with your new seasonal shipment box currently on its way to your doorstep (if it hasn't arrived already!).



new two-way zip vest (p. 11), available now **in nearly all your 365 and seasonal suit and jacket fabrics, plus a selection of technical coat fabrics**, and your choice of lining. Whether you choose this new, more lightweight model or its quilted counterpart (introduced last season), your range of design options will help you make each vest truly unique.

Another highlight with similar functionality is your **informal jacket**: offering a looser, more relaxed fit with a lightweight construction that's ideal for warmer weather. We recommend having yours made in pure linen or a linen blend and with **your new safari belt** (p. 49) when you're ready to take summer to the fullest.

Custom-made clothing has always been about tailoring to your personal tastes and we're working hard to ensure (y)our options continue to grow with each passing season. Of course, **the overarching goal is to create a wardrobe, both from previous and future collections, full of top-quality, long-lasting garments that can be effortlessly layered and combined**. Although it might seem contradictory to talk about layering even in summer, if you live in a place (like we do) where there's always a potential for sudden showers, strong winds or temperature changes, then you already know that having those extra layers at hand can make all the difference.

In that vein, your new vests (p. 09) stand out for delivering such adaptability while also offering extra mobility and visual interest. This season, we're proud to be introducing your

Your thin and lightweight knitwear will also be sure to shine in the coming months, especially in your **brand-new, soft yarn quality: cotton & silk**, now available in a range of 15 colours. **Lightweight, elegant, breathable and easy to care** for, flip to page 25 to learn more about why we consider these luxurious fibres to be your quintessential summer blend. Plus, get ready for **two new 365-Seasonal cotton & cashmere colours** (p. 27) and, from April onwards, one new knitwear model: the cardigan with polo collar (p. 29) — creating another great layering piece to help you transition between seasons.

Another excellent way to add some variety to your wardrobe is by switching up your suit as separates, i.e., using only the jacket or trousers with a different garment to effortlessly move between formal and casual engagements. To simplify



the order creation process, we've created a **brand-new bunch featuring only trouser-appropriate fabrics** (p. 81) — so you no longer have to guess or flip through suit bunches to find the perfect pick. And to expand your options even further, we're also introducing the **new and delightfully sartorial 'high waistband with extension'** design option (p. 91), a style sometimes known as 'Gurkha trousers'.

Your ultra-lightweight, **super-stretch denim** is also here

'Here's to continuing to push the boundaries of menswear — together, one custom garment and one unique customer at a time, and with your own innovative instant ready-made series.'

to save the day when temperatures rise, **now available in two new colours** (p. 43). And we're excited to tell you all about our latest collaboration with **a new, state-of-the-art production facility for all your jeans, 5-pockets and chinos** (p. 45).

What's more, as **wedding season** approaches, you know now's the time to **start planning your in-store events**, making sure that all your wedding samples have been ordered, and gathering related marketing tools (tip: see p. 93 for more info on **(y)our updated ceremonial wear bunch**, booklets, inspiration cards and other digital assets — including, on page 111, a helpful guide on how to throw your own in-store wedding events).

KINGS
—house—





Vests

Too warm for a coat or jacket? Luckily, your new vests are ready for action. Offering a breezier option in milder temperatures, the 'bodywarmer look' also offers extra mobility thanks to its sleeveless design, while still providing the comfort, elegance and adaptability of an extra layer.

Available in the quilted model introduced last season — crafted with a 5-button closure, stand-up collar and inner padding, in your choice of 11 specially selected quilted fabrics — **or your brand-new two-way zip model**, for a lightweight feel and four-season functionality (flip the page to learn more).

New from this season onwards:

- **Model:** two-way zip vest, featuring a zip closure, lightweight construction and no padding
- **Default design feature:** keyholder in right vest pocket
- **Jersey lining colour:** light sand

Live from April:

- **Design option:** contrasting Alcantara colours for the collar stand
- **Design option:** decorative 7 mm topstitching
- **Design option:** vertical chest pocket with zip
- **Design option:** slanted side pockets with zip

New model: the two-way zip vest

Say hello to your newest four-season staple: the two-way zip vest. **Pleasantly lightweight and extremely versatile**, this new model will take the edge off the cold without being quite as thick or warm as its padded counterpart. To put it simply, you'll get an essential, go-to layering piece that's highly adaptable for **year-round use**.

Featuring a fit that's **slightly slimmer than the quilted vest, with no padding, a two-way zip closure, stand-up collar, slanted welt side pockets** and an optional rounded welt chest pocket, this vest can easily be **worn as a second or even third layer** thanks to its streamlined, lightweight look and design.

Create the look and feel of your choosing by selecting from nearly **all of the fabrics and (jersey) linings available for your 365 and seasonal suit and jacket collections, plus a selection of your technical coat fabrics**, and — from April onwards, with the introduction of new design options — the ability to mix and match your vest details exactly as you see fit.



Get inspired: vests

Sporty technical

We love technical fabrics for their **lightweight**, **functional** and **water-repellent** properties, making them an exceptional choice for a more **athleisure** version of your new two-way zip vest, **pictured here in midnight blue peach skin**. Easy to pair with other casual items, such as this light grey knit hoodie with zip and matching leisure pants, a white knit T-shirt and white sneakers.

Vest: BL0021
Hoodie with zip: K10040
T-shirt: K10124
Leisure pants: K10040
Sneakers: SNG05



Mid- to late-summer

All of your sumptuous **summer blends of wool, silk and linen** are bursting with potential for creating **extra lightweight, breathable** two-way zip vests with an elegant drape and sophisticated appearance. Practically the definition of a **smart-casual style**, these subtly textured fabrics are *the* answer to your **mid- to late-summer layering** needs — for example, crafted in this sage green blend of wool, silk and linen, and paired with a sand-coloured linen shirt, light blue super-stretch jeans and grey low-top city loafers.

Vest: 8976
 Shirt: SH00314
 Jeans: WAS019
 Shoes: SUS08



Summer

A two-way zip vest made from **100% linen** (pictured here in navy blue) is more than just **breathable, durable and classic**: it's also an easy way to take the brainwork out of your summer styling efforts. Throw it on over, for example, an off-white linen shirt, navy blue linen Bermudas, and midnight blue slip-on sneakers to whip up an extra-refreshing look.

Vest: LIN003
 Shirt: SH00374
 Bermudas: LIN003
 Sneakers: SUS10





Smart-casual

Add some much-welcome **variety to your 9-5 wardrobe** with a two-way zip vest in a **timeless neutral colour**, for example, in earthtoned S150 wool or in this **light grey seasonal stretch blend of wool, silk and linen**. The result is sure to be balanced and professional when layered over a piqué knit shirt, pictured here in white, and paired with light grey tropical wool trousers, plus a linen tie and suede tassel loafers, both in taupe.

Vest: 5873
 Shirt: SH00176
 Tie: TLN003
 Trousers: VBC066
 Shoes: SDE06



Faux suede

Whether with jeans and a T-shirt or smart-casual separates — such as this tan piqué knit shirt, full-zip knit in sand merino wool, light sand drawstring chinos and chocolate brown mid-top city loafers — a two-way zip vest in faux suede offers a **tasteful balance of style and practicality** that's ideal for life in the city. **Slightly rugged, water repellent and pictured here in chocolate brown**, all wrapped up in a luxurious, velvety feel.

Vest: BL0028
 Shirt: SH00384
 Full zip: K10014
 Drawstring chinos: COL008
 Shoes: SUS03



All-season

Even in summer, but especially in spring, your **quilted vests** will still come in handy when you need that **extra bit of warmth, but want to avoid a full outfit restyle** — for example, in the **midnight blue water-repellent peach skin** shown here. Just keep wearing your utility jacket, perhaps in this light grey S120 wool flannel with natural stretch, along with your midnight blue mock neck in extra-fine merino wool, off-white 5-pockets in stretch twill and midnight blue mid-top city loafers in summer suede, and throw your quilted vest *on top* instead for a **quick easy-on, easy-off fix**.

Vest: BL0021
Utility jacket: FLN004
Mock neck: K10007
5-Pockets: COL001
Shoes: SUS10



Neutral sidekick

Off to the office or on a business-casual outing, but unsure how the weather will progress? No worries: a neutral coloured **quilted vest in water-repellent peach skin, pictured here in sand**, will keep you adequately cosy on your commute before giving you plenty of smart-casual **flexibility throughout the day to switch between, or layer, your jacket and vest as needed**. Balance the look with a wool, silk and linen houndstooth jacket in light grey and taupe, a sand-coloured mock neck in cashmere & silk, light sand 5-pockets in stretch twill and chocolate brown suede bluchers.

Vest: BL0026
Jacket: 8961
Mock neck: K10085
5-Pockets: COL008
Shoes: SDE03

Add a pop of colour by choosing a contrasting Alcantara collar stand.



8976

Create an instant sporty twist with your new vertical chest pocket with zip.



8996

Customise your vests

New design options: live from April



BL0026

Include a decorative row of 7 mm topstitching along your vest's centre-front edges, stand-up collar and armholes.

Opt for your new slanted side pockets with zip to keep your valuables extra secure.



5873

Knitwear

Sophisticated and versatile, knitwear can still be enjoyed in all its glory during the warmer months.

As long as the yarn used is light and thin, your garment is destined to be an appealing combination of super breathable and moisture wicking. Plus, **a well-chosen knit serves as a tasteful way to add some texture to your outfit as a whole.** Haven't yet experienced the pleasure of swapping your traditional button-up for a knit polo? We dare you to try it and tell us we're wrong. Yours to craft for any season, depending on your choice of model, yarn quality and knit type.

Also, **don't forget to update your collection of instant ready-made knitwear for spring and summer.** The ability to touch, feel and fully experience (y)our knitwear first-hand will help your customers appreciate its **premium quality and craftsmanship**, inspiring them to make a purchase and helping them better understand its **incredible versatility**.

New this season:

- **Yarn quality:** 'cotton & silk' in 15 colours
- **Two 'cotton & cashmere' 365-Seasonal colours:** pale pink and burgundy

Live from April:

- **Model:** cardigan with polo collar



New yarn quality: cotton & silk

365 Collection



K10143 - K10154

Bringing your total number of yarn qualities to six, prepare to welcome this new, **heat-friendly** addition: cotton & silk. We consider this **luxurious blend of 80% Egyptian cotton & 20% mulberry silk** to be your quintessential summer knit thanks to its **lightweight, soft, breathable and easy-to-care** for properties. Plus, its delicate lustre brings an **extra touch of elegance**, catching the sunlight ever so subtly, especially when worn outdoors (making it extra ideal for your short-sleeve styles, such as T-shirts, crew necks and polos). Customisable in your choice of the single-yarn solid and double-yarn solid knit types, and available now in an attractive range of **15 colours** — from timeless hues and neutrals to vibrant greens and soothing pastel blue.



K10156, K10152, K10143 & K10148



KS10137, KS10136, K10126, K10124, K10114, K10115 & KS10135

New colours: cotton & cashmere

365-Seasonal Collection

Introducing two new 365-Seasonal cotton & cashmere colours to complement your summer wardrobe: **pale pink and burgundy**. For a touch of colour with a sleek, plush feel, in your **most exclusive, softest and finest yarn quality** of all. Make sure yours will excel in keeping you cool and comfortable both in summer and the in-between seasons by opting for single-ply yarn to create a wonderfully lightweight, breathable piece that easily adapts to changing weather.



KS10141 & KS10142

New model: cardigan with polo collar

Live in April

It's time to meet (y)our latest knitwear creation: the cardigan with polo collar. We suggest thinking of it as **a lightweight knit jacket with a relaxed overshirt vibe** (you know the style: a shirt-like construction with jacket-like functionality). Wear it casually with Bermuda shorts and a pair of sneakers or loafers, depending on the setting, or layer it with a T-shirt and trousers for a slightly more formal look.



Your essential summer knits



01



05



03



01



02



04



06



01

01. Polo

A timeless classic, for an effortless transition from formal to casual and everything in between. Combine it with chinos and loafers for a smart-casual look.

02. Polo with zip

A sporty twist on the classic model, perfect for your (slightly) more casual days. Pair it with shorts and sneakers to ensure a laid-back yet stylish appearance.

03. Polo without buttons

A buttonless variation for a more minimalist look. Ideal for pairing with drawstring trousers and city loafers for a sleek, modern outfit.

04. Short-sleeve T-shirt

A sartorial take on the classic tee, adaptable to countless outfits and occasions. Keep it classy with trousers and a blazer or relaxed with jeans and sneakers.

05. Full-zip knit

Easy to zip up for extra warmth on relaxed, breezy evenings. Stylish and practical as outerwear in the summer or even under your jacket when temperatures drop.

06. Hoodie with zip

For casual weekends and a relaxed feel. An easy match for your super-stretch jeans or knit leisure pants and sneakers.

Six different *yarn qualities*

Including your newest addition, you can now choose from six different yarn qualities to create your own premium knitwear — for any season (it all depends on your choice of model, yarn quality and knit type):

01. Cashmere & silk
02. Cotton & cashmere
03. Cotton & silk (*new!*)
04. Extra-fine merino wool
05. Pure cashmere
06. Wool & cashmere



Get inspired: knitwear looks

Sure, knitwear is loved for its astounding comfort, but also for its ability to maximise your options: one or two great knitwear items can exponentially **expand your range of outfits, pairing with practically everything in your wardrobe to create a diverse array of looks.** When it's time for a seasonal adventure or semi-formal workday, the following four outfit ideas can be used as a springboard for your own sartorial approach.

Vest: BL0027
 Polo: K10152
 Jeans: WAS020
 Sneakers: SUS10



Casual elegance

In today's 'postmodern' world of menswear, the laid-back sophisticated look can be worn in a wide variety of settings — which is precisely why this off-white cotton & silk knit polo deserves a place in your wardrobe. Pictured here with a smart-casual vest in navy blue faux suede, light blue super-stretch jeans and midnight blue tassel sneakers in summer suede.

Bomber: K10043
 Crew neck: K10121
 Dress chinos: COL001
 Shoes: SUS08



Vintage appeal

Timeless yet contemporary, the allure of this grey-beige cashmere knit bomber layered over a stone grey cotton & cashmere crew neck skilfully manages to mix an element of classic charm with plenty of comfort and modernity. Styled for a tasteful lunch date or laid-back professional settings with dress chinos in off-white stretch twill and mid-top city loafers in medium grey suede.



Hoodie with zip: K10044
T-shirt: K10124
Leisure pants: K10044
Shoes: SUS06

Relaxed

When it's time to relax in style, we predict your ultra-soft, sand-coloured cashmere hoodie with zip and matching leisure pants will cater to all your downtime needs. Complete the look with a white cotton & cashmere knit T-shirt and sand-coloured city loafers in summer suede.



Polo: K10148
T-shirt: K10124
Bermudas: SEER001
Sneakers: SNG05

Calm and collected

Looking for a 'grab and go' look that's not only sharp, but also comfortable to wear on a mild summer evening? You can't go wrong with this navy blue cotton & silk knit polo with zip over a white cotton & cashmere knit T-shirt. Paired for maximum coolness with Bermudas in your blue and white striped stretch cotton seersucker and white slip-on sneakers in grain calf leather.

Jeans

Cool and comfortable in lightweight, super-stretch denim

As temperatures climb and outdoor activities beckon, **your legs will need ample room to breathe and move freely**. Think that's an uphill battle when it comes to denim? Think again: denim is in fact a very breathable material, and choosing a lighter weight is guaranteed to assist in maximising its inherent breathability and wearability — especially under the scorching sun of summer.

Made from premium cotton with a dash of elastane, your **super-stretch denim** weighs a comfortable **9 oz.** (measured per square yard, the industry standard for classifying denim). This lighter weight also allows for the creation of **a skinnier fit** without forcing you to compromise on comfort or mobility. Available in your choice of black or various shades of grey and blue. All exclusively **woven and dyed in Italy by Candiani**.

New from this season onwards:

- **Two super-stretch denim colours:** light grey and medium grey

For jeans, 5-pockets and chinos:

- **Collaboration** with a new, state-of-the-art production facility





New: super-stretch denim colours

365 Collection

Now adding two new colours to your **365 super-stretch denim collection: light grey and medium grey**, including the option of a washed effect for an effortless 'lived-in' vibe that makes your jeans both look *and* feel like you've been sporting them for years. Add contrast stitching for an extra unique and authentic twist.

Work in progress: we're striving to also add an off-white shade of your super-stretch denim later this spring.

All of your super-stretch denims are sourced from Candiani, the mill that gave rise to the premium denim industry after being founded in 1938 in a town near Milan.



Informal jackets

The arrival of more sun and higher temperatures is arguably the best part of spring (and then summer!). It also signals the return of your beloved warm-weather wardrobe. By providing a chic, effortless sense of elegance and optimal adaptability, the informal jacket may actually be (y)our **most versatile garment** of all — and it's definitely a key part of the **modern professional aesthetic**.

For spring and summer, you'll want to combine this **looser, relaxed fit and lightweight, unlined construction** with a breathable seasonal fabric to ensure a suit or jacket that not only offers **maximum, all-day comfort** even in the hottest of temperatures, but also easy styling for an incredibly wide range of settings and occasions, **from casual to formal**.

Excellent as instant ready-made, thanks to its more relaxed silhouette, or customised to each customer's exact wishes in any of your five informal jacket models: 2.5-button, 3-button, 4-button 'safari', 5-button 'utility' or utility zip.

New from this season onwards:

- . **Design option:** safari belt

Live from April:

- . **Design option:** adjustable cuff with snap buttons
- . **Design option (re-introduction):** adjustable cuff with 2 buttons
- . **Fit tool:** 'take in ½ hip'

New waist detailing: safari belt

Customise your informal jacket

A classic safari jacket typically boasts a front button closure, a total of four safari pockets on the chest and hips, and a wide, shirt-style collar. Want to **enhance this safari vibe** even further? We're now offering you **the option of adding a belt around the waist**, which can be tied, worn open or completely removed at your discretion. Harking back to the safari jacket's military origins, this design feature was initially conceived to decrease the likelihood of getting caught on branches and other foliage while walking through the bush.

Now available for all your informal jacket styles and pocket options, but (in our humble opinion) best suited to your safari-inspired looks.



New cuff finishings: adjustable 'with 2 buttons' & 'with snap buttons'

Customise your jacket

Add adjustable cuffs **'with 2 buttons'** for easier alterations — or **'with snap buttons'** for an athleisure or utility style (only available in combination with a zip closure).

Live from April

Get inspired: *Our top three* informal SS24 looks

We encourage you to see the informal jacket as a layering tool: whether for in or out of the office, these lightweight beauties will be easy to combine for maximum coolness and versatility.

Keep reading for ideas on how to style them accordingly.



Safari jacket: 5863

Shirt: SH00376

Trousers: 5863

Shoes: SDE06

Sartorial safari

Nothing will say 'summer' quite like this beige mélange safari suit in your S130 wool basketweave. Offering plenty of **soft breathability** and a **super-smart look** for both your semi-formal business occasions and more relaxed seasonal adventures. Always impeccable with an ivory shirt in your new blend of modal and wool, and with taupe suede split-toe bluchers.



Utility jacket: 8987
 Full zip: K10014
 T-shirt: K10124
 5-Pockets: COL008
 Shoes: SUS06

Utility chic

We credit this jacket's **mix of refinement** — in the form of your azure blue wool, silk and linen blend, paired with grey mother-of-pearl buttons — **with the ruggedness of your 5-button utility model** for its ability to adapt to almost any occasion. Styled here for the lighter seasons with a full-zip knit in sand mélangé extra-fine merino wool, a white knit T-shirt in cotton & cashmere, a pair of light sand 5-pockets in stretch twill and low-top city loafers in sand summer suede.



Safari jacket: LIN003
 Vest: LIN003
 Polo: K10143
 Jeans: WAS020
 Shoes: SUS10

Everyday sharp

The cornerstone of every man's wardrobe is built on a collection of high-quality basics, such as this navy 4-button informal jacket with bellow pockets in plain weave linen, combined with a matching navy linen two-way zip vest. Easily styled for summer with a light blue knit polo in your new heat-friendly cotton & silk, light blue super-stretch jeans and midnight blue tassel sneakers in summer suede.

Seasonal jackets

'Elegant, versatile, comfortable and breathable' are always the defining characteristics of our spring and summer collections. Specifically for SS24, we've handpicked a stunning line-up of **47 new seasonal jacket fabrics** that fully embody these qualities, each thoughtfully crafted from various compositions of wool, silk and/or linen.

Prized for a breadth of functional and aesthetic properties, the use of **wool** ensures a **sharp, clean look** thanks to its natural crease resistance, **silk** adds a welcome, **luxurious sheen and softness**, and **linen** is loved for its refreshingly **crisp, airy quality**. Choose from distinctive **checks and patterns**, diverse **textured weaves**, a broad **range of neutral tones** and, among many others, the seasonally appropriate new shade of warm terracotta to give your wardrobe a fresh, stylish update.

New this season:

- **47 new seasonal jacket fabrics**

Live from April:

- **Design option:** handmade buttonholes for your jacket cuffs and front button closure, now also available for your 'unconstructed', 'half canvas' and 'full canvas' makes.



Seasonal highlights

Ultimate summer blends



8985 & 8965

265g wool, silk and linen blend

Presenting **two overchecks** in colours complementary to their base shades of **taupe and light blue**, each with a granulated colour effect that works in harmony with their percentage of 13% linen to enhance their **earthy look and texture**. For a clean balance of modern and traditional, in a quality **light enough for summer, yet adaptable enough for the in-between seasons**.



8985



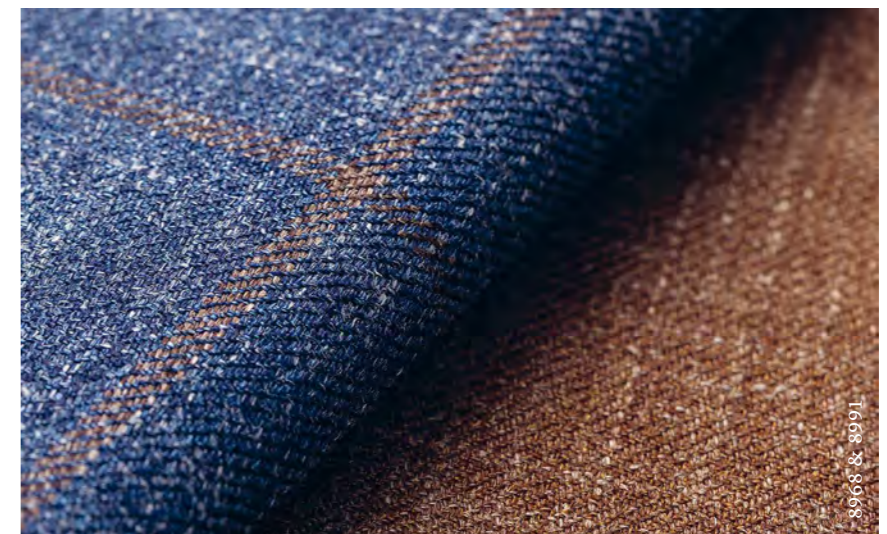
8957 & 8969

230g wool, silk and linen

Handpicked for SS24 in **two vibrantly coloured mélange-like twills** — i.e., **one terracotta and one azure** — and two almost 'opposite' windowpanes, i.e., one extraverted shade of copper with blue and one classic dark blue with copper. Highly recommended for all your informal jacket styles and featuring the **soft, breathable and lavish handfeel** you have every right to expect from this well-loved composition of premium fibres.



8987



1668 & 8968

Seasonal highlights

Breathable sartorial blends

Wool and silk

Selected with extra breathability in mind, the **light tones** used to create this **ivory blend with a beige check** serve to further enhance the fibres' cooling effect, but also their rakish **sartorial charm**. Boasting the **iconic lustre of silk** for an extra touch of luxury, plus the **highest quality wool for a timeless sartorial finish**.



8963

Linen and wool

While the majority of our seasonal blends contain a greater percentage of wool, this is one of only three fabrics in (y)our SS24 jacket collection where **linen takes the lead** — also with the highest ratio of 60%. Featuring a wonderfully **lightweight and breathable feel** with an **effortless sprezzatura aesthetic**. Yours for the season (and many years to come) in **one natural shade of brown with a tonal windowpane**.



8972

Linen and silk 'giro inglese'

Known for its distinctively open, almost **knit-like texture**, one look at this exotic seasonal fabric explains why its **unique weave** is responsible for its notorious ability to promote **extra air circulation**. Add to that its enticing composition of 53% linen, 41% silk and 6% technical fibres and you'll have no trouble understanding why it's particularly well-suited to your smart-casual sartorial styles. Available for SS24 in **one mix of taupe and white, and one navy blue**.



8998 & 8957



8957

Seasonal highlights

Luxurious



8960



8995, 8982 & 8960

Australis® wool by Loro Piana

Similar to a basketweave in their look and texture, these clean yet intriguing **'micro designs'** are made of nothing other than **soft, luxurious S150 wool**. Crafted as part of the **exclusive Australis®** line by the experts at **Loro Piana** and yours for the making this season — but wearable **all year round** — in **one taupe, one navy and one intriguing mix of navy and green**.



8958 & 8967

Silk and wool

Featuring the highest silk content (78%) of all your SS24 fabrics by far, the **super-soft feel, rich sheen** and **optimal body heat regulation** of these two special seasonal (over)checks in **light grey with copper and brown with blue** are absolutely worth showing to any and all of your customers with a **predilection for luxury**. Excellent for work or on a special occasion with a seasonal tie and crisp white button-up or with your favourite summer knit for a poolside brunch.



8958

Seasonal highlights

Dapper checks



8986 & 8992



8986



8954 & 8956



8956



8983

240g wool, silk and linen by Loro Piana

The lightest, most airy version of this season's favourite fabric blend from **Loro Piana**. Available now in **five distinct checks with a natural colour palette**, including sand, taupe, green and two blues.

Seasonal highlights

Elegant texture and shine



8961

290g wool, silk and linen by Loro Piana

A **comfortable four-season quality** in one light grey and taupe houndstooth, and one slate blue with navy glencheck.



8961 & 8990



8977 & 8981

250g wool, silk and linen by Loro Piana

It will, in fact, be easy being green — or blue — in one of these **four oceanic tonal overchecks or breezy open weaves**. Handpicked for spring and summer in a range of bottle green, sage and indigo.



8969 & 8981

Seasonal highlights

Summertime



8955

255g wool, silk and linen

We're all about mixing tradition with innovation, which is exactly why we had your informal jacket styles in mind when we chose these five slightly **vintage summertime fabrics**, including two light-coloured basketweaves, one light green and ivory houndstooth, and two whimsical overchecks (in one bottle green and one burgundy). Of course, they're also more than suitable for styling as you see fit.



8959, 8973 & 8979

Stretch wool, silk and linen by Loro Piana

We couldn't pass up the opportunity to add a stretch version of this favourite seasonal blend to your SS24 jacket collection (and we trust you'll approve). With the same **cherished lustre, breathability and slubby texture** for which this quality has become renowned, and in a seasonal weight of only 230 grams, this fabric is available only while supplies last in your choice of three checks, i.e., one **down-to-earth rust brown with a brown check, plus one green check and one characteristic coral colour, both with a blue windowpane**.



8999 & 8980



8999

Year-round silk & wool jackets

365 Collection



BL0034

After the success of this quality in previous seasonal collections, we've gone ahead and added six colours of this **lustrous, four-season silk (55%) and wool (45%) basketweave** to your 365 blazer bunch: now always available in beige, brown, light grey, indigo, navy and black.

Remarkably **elegant and sartorial**, this breathable blend has everything we want in a lightweight blazer: a **graceful drape, airy feel, and cool, silky-soft handfeel**. Wearable all year round thanks to its weight of 260 grams, and at its lightest and most modern when crafted as an unlined jacket in your 'unconstructed' make.



BL0034, BL0035, BL0036, BL0037, BL0038 & BL0039

Handmade buttonholes

Customise your jackets

Now you can effortlessly **elevate your jacket in a 'traditional' make to a higher sartorial level** by adding handmade, Milanese, Milanese long and Neapolitan buttonholes to your lapels. For something extra on your jacket, you can now also add a Milanese 1st left sleeve buttonhole for a small surcharge.

Live from April

Trousers

A whole new separate story

Formal trousers have traditionally been worn with formal and semi-formal daywear. Now that tastes are changing to emphasise more smart-casual looks and personal expression, **the styling concept of 'separates' is becoming increasingly useful and relevant.** By mixing various well-chosen garments, you're able to both break up the uniformity inherent in a two-piece suit and avoid the impression that you've just stepped out of a board meeting while still retaining a polished look.

This approach is especially welcome on days filled with a variety of activities and commitments: from a presentation at the office to after-hour drinks and from a busy day of commuting to an upscale restaurant dinner. The bottom line? You'll **enjoy a functional, expanded wardrobe full of easy-to-wear, not-too-formal, not-too-casual outfits.**

To help make creating such garments easier and more intuitive for you and your customers, **we've created our first-ever bunch featuring nothing but the best fabrics for trousers.** Read on for more details!

New from this season onwards:

- **Trouser fabric bunch:** a stand-alone selection of trouser-appropriate fabrics
- **Design option:** high waistband with extension (a.k.a. 'Gurkha trousers')

Live from April:

- **Design option:** anti-slip inside waistband will be available for off-white and black pocketing in the semi-traditional and traditional without pleats makes only.





Tropical wool-linen stretch blend

A dapper blend of wool, linen and technical fibres, this **summer-ready** quality offers both **excellent breathability and added stretch for superior comfort** — allowing you to stay cool and move with ease. Available in a versatile palette of blues, greens, taupes and other neutrals.



Lightweight tropical S110 wool

Crafted from comfortable S110 wool and boasting **extra durability thanks to its double-twisted yarns**, this crisp, **lightweight quality** is ideal for summer **formal occasions** but can be worn year round whenever a splash of distinction and sophistication is desired. Yours for the choosing in eight easy-to-combine colours.



S150 wool

It doesn't get more **luxurious** than S150 wool, known for its **classic appeal and soft, clean-cut finish**. Perfect for a memorable **special occasion** and available in seven refined shades of grey, blue and black. Trousers made in this quality will require a bit of extra care, but are also sure to strike a harmonious balance between indulgence, comfort and charm.



S130 doppio's

As you know, the magic in these beauties lies in their **two-ply high-twist yarns**, providing exceptional **crease resistance** combined with a **smooth, crisp feel, versatile four-season weight** and remarkable comfort. Perfect for **formal business wear** in eight classic shades of twill or for special occasions in one rakish light taupe mélange.



OLM001

Water-repellent technical stretch

Made from advanced water-repellent technical fibres infused with an impressive amount of elastane (17%), this quality not only offers **exceptional stretch** but also keeps you **dry and comfortable** even in wet, suboptimal conditions. Moreover, its soft feel and pleasant weight make it a **year-round favourite**, while its **wrinkle resistance and breathability** also make it **ideal for travel**. Available in the versatile shade of black.



HDR002

S120 heavy wool

As the name implies, this S120 heavyweight wool delivers the warmth and sophistication greatly needed for just about any **formal style** on a **cold, brisk day**. Achieved through the dependable use of **double-twisted yarns**, its **crease-resistant** appearance is sleek, supple and a true testament to its impeccable quality. Available in one black, one midnight blue and two distinguished shades of grey.



FLN004

Flannel

Loved for its warmth and distinctive brushed appearance, flannel is also known for its **effortless, versatile blend of casual and formal aesthetics**. From oatmeal and forest green to dark blues and anthracite, these eleven shades also offer 'natural stretch' (meaning no added elastane, but instead courtesy of a unique weaving technique) to ensure **optimal comfort and freedom of movement**.



CE033

Wool blend

This wool blend is all about **versatility**: in terms of its look, thanks to its **clear-cut** finish and twill weave, in terms of its feel, thanks to its **touch of stretch** and **four-season weight**, and in terms of its available colours, i.e., dark grey, black and midnight blue. Also attractive thanks to its lower price point and exceptional ability to **resist wrinkles**.



New waistband detailing: high waistband with extension

Customise your trousers

In the form of this new design option, we're delighted to be introducing our version of the increasingly popular '**Gurkha trouser**': featuring a **chic, smart-casual waistband** style that, in addition to having become a favourite among menswear influencers and at events like Pitti Uomo, also has a rich history.

This characteristically high, extended waistband is named after troops from the historic Nepalese kingdom of Gorkha, by whom the style was originally worn. Renowned to this day for their bravery, Gurkha soldiers are said to have initially earned their fearless reputation when they refused to surrender at the fort of Nalapani during an 1814 conflict with the Great British Empire.

When it was first designed, the Gurkha style was generally used only on wide-legged shorts to allow for optimal airflow during combat in the warm, unusually harsh Himalayan climate — conditions which often caused soldiers to fluctuate in weight and waist size. To avoid a constant need for new well-fitting uniforms, the Gurkha troops developed an innovative, highly adjustable waistband system to allow for easy resizing. Usually positioned high on the waist, this design element also exuded an unexpected touch of sophistication, explaining its continuation into menswear styles today.



2-button jacket: EVE057
 Waistcoat: EVE057
 Shirt: SH00141
 Tie: TWD001
 Pocket square: PSILK029

2024 weddings

Are you ready?

While it may still be 2023, most couples who are set to get married in 2024 have already begun their preparations. Naturally, the looks of the groom and other male members of the wedding party are key to the occasion's overall aesthetic — and their options are no longer limited to a traditional black or blue tuxedo. **For 2024, these gentlemen are more likely than ever to opt for unconventional colours and are almost certain to gravitate towards a look that's both modern and sophisticated.**

To help you prepare, the following pages will bring you up to speed on everything you'll need to know for a successful wedding season, including details on: **the bestseller fabrics included in your ceremonial wear bunch** (p. 95-102), your new formal 365 tie fabrics (p. 103-106), the most popular sartorial design options for wedding suits (p. 107), **how to plan your in-store wedding events** (p. 111) and your **available wedding marketing tools** (p. 115).

New from this season onwards:

- . **Updated ceremonial wear bunch**
- . **365 ceremonial tie collection:** including 15 formal weaves, patterns and textures in a range of white, off-white and champagne
- . **Two 365 ceremonial jacket fabrics:** wool jacquards with silver lurex

The new ceremonial wear bunch

We've curated and bundled (y)our bestselling wedding and event fabrics for suits, dinner jackets and shirts — plus added the most popular fabric for morning trousers and a white satin for waistcoats — to provide you and your customers with a **quick, clear overview of the most current key ceremonial fabrics.**



Available in a wide range of textures and colours, for (wedding) events ranging from traditional to destination. Bonus: this bunch now employs a new, **improved way of attaching the fabric swatches** to minimise the risk of fraying or wrinkles.

Read on for more information about each key type of fabric included in the ceremonial wear bunch.



Bestselling ceremonial suit fabrics

Linen
blends



Luxury
wools

Made from a **luxurious and breathable blend of wool, silk and linen with a touch of added stretch for comfort.** Perfect for tropical or destination weddings and available in two price categories, including seven new fabrics from Loro Piana in various natural shades of sand, green and blue.



Select from **Solaro tropicals** — loved for their slight shine and subtle structure — or **luxurious S130 fancy weaves** for optimal airflow, **S100 wool** with a silky and lustrous handfeel, or **S130 doppio's** to ensure an elegant, crease-resistant finish.





Bestselling ceremonial suit & jacket fabrics

Wool and mohair



Bamboo

Classic, smooth, cool and crisp. Featuring a subtle two-tone effect and slight sheen in timeless hues of black, blue, burgundy and green.



100% bamboo basketweaves in black, navy and off-white. Made exclusively from the more eco-friendly cellulose fibres of the bamboo plant. Soft like cashmere, with a silk-like shine and drape.



Bestselling ceremonial

shirt fabrics

Cotton

And one cotton-linen blend

When it comes to your bestselling wedding shirt fabrics, white stands out as a timeless colour, effortlessly brightening the overall look. However, a good rule of thumb is to always **choose a shade complementary to the bride's dress.**

Likewise, you'll need to consider the fabric's fibre content and weave. **In addition to one cotton-linen blend, all of your featured ceremonial shirt fabrics are made of 100% cotton:** the most widely preferred fibre thanks to its exceptional breathability and light-reflecting properties, subtly enhancing its visual appeal in well-lit and outdoor settings. Always available in a variety of distinct weaves — including twills, herringbones, Oxfords, satins and poplins — and in white, off-white and ivory.



Ceremonial ties

Specially for weddings and other high-end events, we're also adding 15 incredibly elegant, formal tie fabrics to your 365 collection, exclusively selected in the versatile colours of champagne, silver and off-white, and available in a variety of weaves, patterns and textures.



Three new formal 365 qualities

Ceremonial ties

Choose from pure silk in one of two geometric patterns or four fine micro-designs, each with a naturally fancy shine and soft drape, two **pure silk paisley jacquards** with the same sheen and softness but an even more formal design, **or a dapper blend of linen (60%) and silk (40%)** in three herringbones and four puppytooth weaves for balanced elegance and visual intrigue.

Customise your wedding suit

Weddings provide the perfect excuse to splurge on sartorial details, from the type of 'make' and lining to other smaller, but equally distinctive elements. Our three **most popular (and easy to upsell) sartorial design options** for wedding suits are:



Paisley jacquard linings: for an extra-fancy twist with the benefit of a pleasant skinfeel.

Linings 8499, 8500, 8498, 8502 & 8503



Mother-of-pearl buttons: featuring an instantly luxurious, iridescent sheen, made from the shells of pearl oysters.

Buttons 12, 10, 11, 15 & 51

Monogram (undercollar and/or lining): create a personal touch with your initials, wedding date or a special message.

Lining 8498





EVE069

Event jackets

365 Collection



EVE068

Celebrate good times with a little extra sparkle — come on! When there's a party going on, these **wool jacquard blends with a touch of silver lurex** will definitely provide that extra 'wow' factor while also remaining tasteful and refined. Now always in stock as part of your ceremonial collection in **one navy micro-pattern and one black houndstooth**, this outstanding quality composed of 95% high-end wool with shiny yet subtle metallic accents may in fact be the menswear epitome of 'a celebration to last throughout the years'.

At its **most fancy when made as a dinner jacket** with, e.g., a satin or Ottoman shawl collar and matching tuxedo details, and styled with a white piqué tuxedo shirt and black tuxedo trousers.

In-store wedding events

Start preparing now

Some things in life we can't predict. But two things we do know are that **(1) most weddings take place between the months of May and October** and **(2) the average groom starts looking for his wedding suit five months in advance**. Are you already making plans to win these gentlemen over? If not, now's the **time to start gearing up!**

To kickstart your efforts, the following pages provide a **step-by-step guide to hosting your next in-store wedding event**. Ready? Set... go!



Seasonal suits

You know first-hand that the art of dressing is always evolving — which in today's suit trends is manifesting as a less formal, more versatile approach. That's why we've made sure that nearly all of (y)our **56 new SS24 suit fabrics** will lend themselves as **easily to mixing and matching as separates as they will to being worn as complete two- or three-piece ensembles.**

Available in a lightweight range of seasonal compositions prized for their cooling benefits and a compelling colour palette focused on timeless, nature-based tones.

New this season:

- **56 new seasonal suit fabrics**

Live from April:

- **Design option:** handmade buttonholes for your jacket cuffs and front button closure, now also available for your 'unconstructed', 'half canvas' and 'full canvas' makes.



Seasonal highlights

Ultimate summer blends



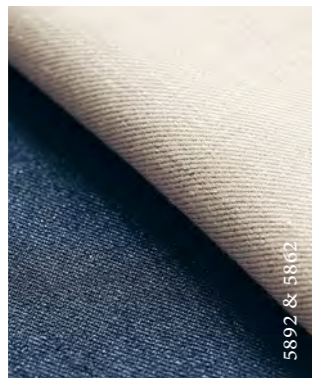
Summertime[®] wool, silk and linen by Loro Piana

One of our favourites from Loro Piana's popular Summertime[®] suit series, we're particularly fond of this **dark green salt-and-pepper look** for its ability to shake up your sartorial options while still maintaining an appearance that's both proper and sharp. Flawlessly composed of roughly two-thirds wool and equal parts silk and linen.



Wool, silk and linen Jersey[®] by Loro Piana

Offering **the elasticity of a jersey fabric in the form of an expertly crafted weave**, for added comfort and freedom of movement in our favourite summertime blend. Available for SS24 in one cream and one indigo.



Stretch wool, silk and linen by Loro Piana

No sartorial enthusiast will be able to resist the allure of this **classic summer blend** with an added touch of stretch. In the suave mélange colours of **taupe, blue, dark blue-green and merlot**, these fabrics can swing dashing yet traditional in your 'full canvas' make with a soft shoulder or turn thoroughly smart-casual in your choice of informal jacket with drawstring trousers.

Seasonal highlights

Summer pinstripes



Wool and linen

This finely balanced blend of **53% wool and 47% linen** in **pinstriped blue tones** offers a delightfully **lightweight mix of natural breathability, optimal heat regulation and a crisp, refined texture**. Easily styled for even the hottest summer days with a white jersey button-up and matching white pocket square.



Wool and silk

Are your wooden-framed sunglasses poised and ready? Good, because you'll want to wear them with one of these decidedly seasonal **tonal pencil stripes**, in your choice of **ivory, taupe, light grey or blue**. Effortlessly capturing that summery, old-school vibe while still managing to be both **modern and a touch extravagant**.

Seasonal highlights

S130 wool

S130 wool is prized for its winning combination of **sophistication and comfort**, ensuring you look and feel your best the whole day (or night) through. **Exceptionally soft, breathable and resistant to wrinkles**, we handpicked these beauties for spring and summer in an array of lighter, somewhat **playful colours, textures and patterns**. With each weighing in between 240-265 grams, all 12 of these fabrics lean towards the airy side of the four-season spectrum while also remaining highly wearable from early spring through late autumn.

265g S130 checked wool

Looking for a distinguished summer suit that **also provides plenty of flexibility for use as separates**? Then these four lighter colourways will be right up your alley, each with its own distinctive check in soft, four-season S130 wool.



5871 & 5869



5906 & 5863

245g S130 wool

Serving up a healthy dose of **tropical sophistication and premium S130 comfort** in one Neapolitan blue tonal pencil stripe and one beige mélange basketweave with a touch of natural bi-stretch.

240g S130 wool

Clocking in **on the cusp of lightweight and four-season**, and available while supplies last in: one taupe mélange and one petrol micro-basketweave, one blue fancy weave and one slightly textured light brown open weave with slubs.



5897



5872

250-255g S130 wool

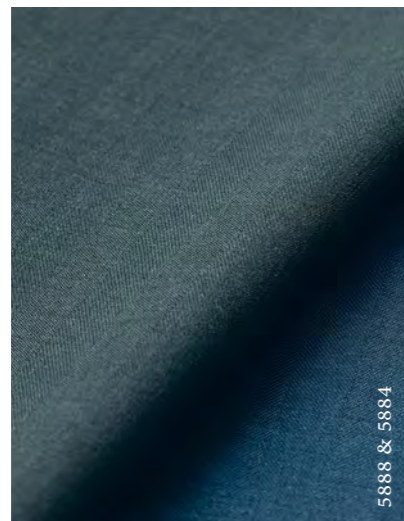
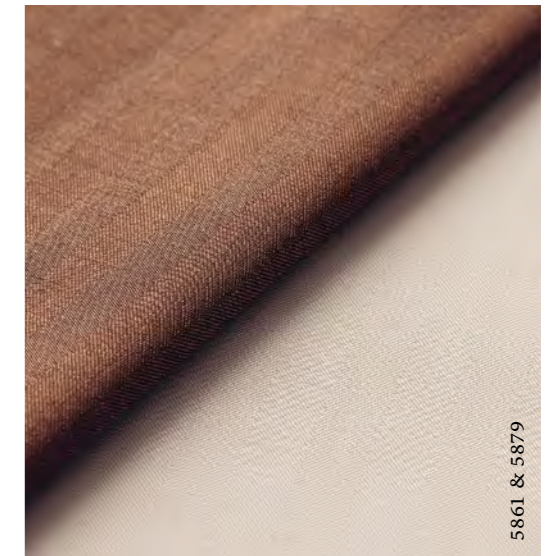
You'll be free to swing **professional or smart-casual** in either of these soft, **breathable four-season** S130 wools, available for SS24 in one light grey with tonal stripes and one blue glencheck with a tonal windowpane.



5866

Seasonal highlights

Elegant shine



S130 Solaro herringbones

Make the most of summer by **basking** in the glory of these radiant Solaro herringbones made from exquisitely soft S130 wool. Particularly well-suited to your **festive occasions**, you can choose from **eye-catching colours like copper and petrol or more earthy shades of dark green and sand**. Tip: have yours crafted as an informal jacket with drawstring trousers and consider adding a pair of loafers (*sans* socks, of course) for an extra fresh and contemporary twist.



Seasonal highlights

Lightweight wool

Tropical wool

When the going gets hot, these decidedly **lightweight fabrics** are your ticket to staying comfortable and cool at the office, whether you prefer **a tonal pinstripe on rich S100 wool** or **the soft, slightly wider S130 'pencil stripe'** is more your style. Woven on a background of beautiful indigo with the added benefit of an excellent drape.



Tropical wool by Loro Piana

Green has been making a comeback in the world of menswear **for the past handful of seasons** and this dark mélange shade of bottle green by Loro Piana offers an **extra lightweight** and understated riff on that trend. Crisp, thin and smooth for maximum summer enjoyment, its slightly heathered appearance further enhances its debonair effect.

Seasonal highlights

Classic wools



Mooving 2 Ways®

by Loro Piana

In a **heathered plum-like shade of purple** (i.e., 'aubergine'), this spritely coloured **two-way stretch wool** offers a refreshing take on the glencheck by providing enhanced **freedom of movement** in a **super-light weight** of 230 grams. A definite standout for your more adventurous sartorial dressers.



No-crease wool blend

While it's exceedingly rare for anyone to say they 'want' their clothes to wrinkle, there are times when staying wrinkle-free is more important than others, e.g., on **business flights** or when attending a formal event. At such times (and many others), **this breathable brown check with added stretch will definitely do the trick.**



Seasonal highlights

Comfortable wedding attire



5864, 5898 & 5890

Stretch wool and lyocell

The days of sacrificing comfort for style are truly behind us — which will be especially fortunate on your walk to the altar. When you expect to be feeling the heat, this **exceptionally lightweight and breathable blend of wool, eco-friendly lyocell and 1% stretch** will ensure you feel just as cool and calm as you look. Available for SS24 in **two shades of blue and one sophisticated shade of taupe**.

(Stretch) wool

Grey and blue don't just make for practical office staples: some of their hues and textures can also craft **elegant wedding looks**, which can then continue to be worn in various settings for years to come. These three suitings beautifully exemplify this versatility while also offering **outstanding breathability, comfort and wrinkle resistance**. Available for SS24 in **one stretch grey mélangé micro-basketweave and two blue fancy weaves, including one pure S130 and one stretch peacock blue**.



5875 & 5903



5903

Handmade buttonholes

Customise your suits

Looking to take your sartorial style to the next level without the cost of going fully handmade? You can now add handmade, Milanese, Milanese long and Neapolitan buttonholes to the lapels of any suit crafted in your **'traditional' make**. For something extra on your 'hand canvas' jacket, you can also opt for a Milanese 1st left sleeve buttonhole for a small surcharge.

Live from April





Fancy 455, Fancy 457 & Fancy 456



Fancy 458, Fancy 460, Fancy 461 & Fancy 459

Fancy linings

Making your jacket truly your own

Not seizing the opportunity to customise your jacket's lining is like buying a fancy car and choosing not to upgrade its interior (= untapped potential!).

Luckily, (y)our 17 new SS24 fancy linings are here to help you rev up your ensemble for the sunny seasons ahead — available in one dark blue rose-patterned jacquard weave and 16 vibrant prints, including floral, animal, sport-themed and celebratory designs — or pick from your two new 365 additions to cruise on at a more mellow speed.

New this season:

- . **17 seasonal fancy linings**
- . **One 365 jacquard lining:** red paisleys, perfect for festive and wedding attire
- . **One 365 jersey lining:** in light sand, exclusively available for vests

S130 doppio suits

365-Seasonal Collection



DRS114, DRS112 & DRS113

Introducing **five new 365-Seasonal** variations of your beloved S130 doppio quality, including **two shades of a distinguished micro-check and three neutral hues in a larger classic design**. Made from the same soft, compact and high-twist fine yarns you've come to rely on. For less wrinkles, an extended lifespan, and extra comfort plus resiliency.



2 button jacket: DRS110
Shirt: SH00358
Tie: TGREN006
Pocket square: TGREN006
Trousers: DRS110
Shoes: SDE09

S150 wool suits

365 Collection



REV035

It's no secret that soft, luxurious S150 wool is often considered an understated yet highly enjoyable form of sartorial bling. **Crafted exclusively from pure merino wool**, the diameter of an S150 fibre amounts to a mere 16 microns — almost identical to that of pure cashmere, which is readily apparent given their similarly plush feel.

Picked to expand your S150 bunch, these two new additions, **in one dark blue birdseye and one light grey sharkskin**, are also an excellent match for your more sartorial design options, such as handmade buttonholes and a Bemberg lining. A genuine treat for the discerning (business)man.



2 button jacket: REV034
 Shirt: SH00269
 Tie: TS789
 Pocket square: SH00269
 Trousers: REV034
 Shoes: PLA01

S100 doppio suits

365 Collection



E0052 & E0053

Explaining its broad appeal, S100 wool is regarded as being soft and drapable enough to be **noticeably chic and comfortable, yet affordable and versatile** enough to be highly accessible and pragmatic. Now expanding your 'Basic' bunch with two fresh 365 additions that will fit right in during the brighter, sunnier seasons: **one two-tone blue birdseye and one light grey plain weave.**

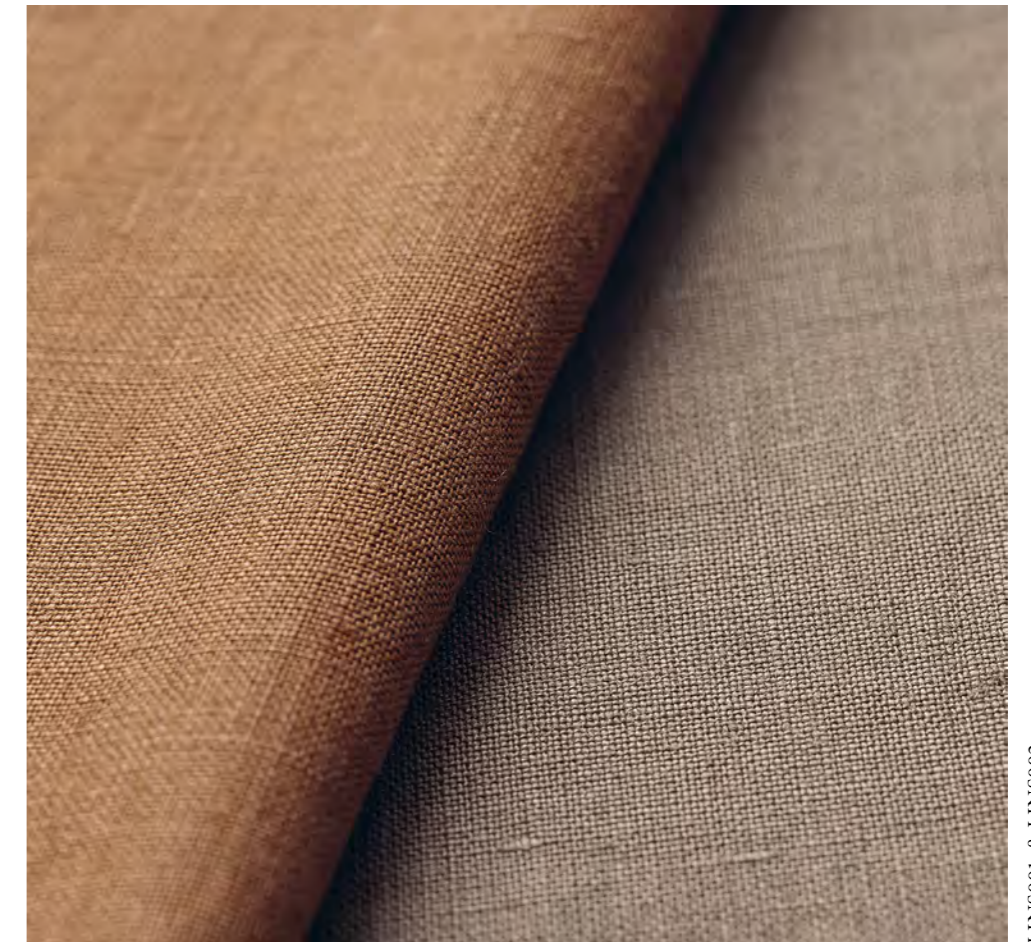


2 button jacket: E0053
 Shirt: SH00369
 Tie: TS777
 Pocket square: SH00369
 Trousers: E0053
 Shoes: CAL02



Summer linen suits

365 & 365-Seasonal Collection



LINS001 & LINS002

It isn't hard to imagine yourself sipping cocktails on a tropical holiday or even headed to the office on a sweltering casual Friday while wearing one of these comfy, **100% linen classics**. While their weight of 300 grams might sound heavy if taken at face value, the experience of wearing linen is, in fact, anything but: its robust, hollow fibres allow for the efficient regulation of body **temperature and moisture absorption**, keeping your comfort level artfully in check. Additionally, linen's trademark wrinkles and **relaxed vibe** are more than on **point with current smart-casual trends**.

Highly adaptable to your own personal needs and tastes, from formal full canvas suits to informal jacket styles with matching trousers, or a unique smart-casual vest. Now available **in the 365 colours of sand, navy, black and white, and the 365-Seasonal shades of cognac and taupe**.

Stretch seersucker suit

365 Collection

Each spring, we find ourselves returning to seersucker — and for good reason. In addition to linen, it's undeniably one of the most classic summer fabrics in existence thanks to its uniquely puckered weave and composition rich in cotton, a fibre **renowned for its wearability even in the warmest, most humid climates**. To make movement even more of a breeze during the hotter seasons, we've opted for a version with 3% stretch, now a part of your 365 collection in its most iconic form of blue and white stripes.

Have you ever wondered how many different combinations you can squeeze out of one seersucker suit? We think the answer may truly be 'endless', as it effortlessly transitions from a two-piece suit to your choice of separates.



Get inspired: summer suits for the office

Hot days often present a style dilemma for office attire. As temperatures rise and our spirits soar, it may be tempting to opt for shorts and sandals... but stay strong! **Looking professional at the office will always pay off**, no matter how warm it is outside. Do you think of a full suit as being your worst enemy in a heatwave? Think again: the trick lies in picking the right one(s) — for example, any of the **six office suits showcased on the following pages**.

Looking for more tips? Use these **four guiding principles to keep cool while looking sharp**:

01

Focus on fabrics made from natural fibres. Cotton, linen, silk and wool tend to be the best for regulating body temperature.

02

Choose open-weave fabrics. Of course you'll want to take advantage of every available breeze!

03

Opt for a jacket that's both unconstructed and unlined (or only half-lined). You'll want to skip the extra bulk wherever possible.

04

Select a suit fabric of 240 grams or less. Remember the general rule is that four-season/medium weights are 240 – 290 grams, while the sweet spot for summer is $\leq 240\text{g}$.





Utility jacket with
zip: LINS002
Shirt: SH00374
Trousers: LINS002
Sneakers: SUS03

Linen suits

Crafted from all-natural fibres harvested from the flax plant, **a linen suit is the embodiment of summer chic**. Also thanks to its open weave, linen both naturally wicks away moisture and offers exceptional breathability, ensuring you stay cool and comfortable even on the hottest days. Importantly, you'll want to embrace the relaxed charm of linen as it gracefully wrinkles throughout the day! Well paired with a button-down collar shirt and tassel sneakers.



Double breasted jacket: SEER001
T-shirt: K10124
Pocket square: PLIN001
Trousers: SEER001
Sneakers: SNG05

Seersucker suits

Featuring a unique weave in comfortable stretch cotton, the distinctively 'puckered' appearance of a seersucker fabric not only adds to its character and visual intrigue, but also enhances its inherent breathability: its texture essentially lifts the fabric away from the body, **allowing more air to circulate between you and your suit throughout the (business) day**. For some extra summer flair, combine your seersucker suit with a comfortable knit T-shirt and slip-on sneakers.



Double breasted jacket: 5862
 Shirt: SH00372
 Pocket square: PS586
 Trousers: 5862
 Shoes: SDE06



Utility jacket: 5865
 Polo: K10125
 Trousers: 5865
 Shoes: SUS06

Jersely® suits

The name Jersely® was conceived by the **masters at Loro Piana** to describe a range of their fabrics that exhibit **'knit-like' jersey elasticity**, but are in fact expertly crafted on a traditional loom. Available for summer in a natural, high-quality blend of wool, silk and linen, these two stretch fabrics — one sand and one indigo — combine the best qualities of each fibre: the refined drape of wool, the sheen and softness of silk, and the crisp breathability and durability of linen. Complete your outfit with a pale blue cotton-linen shirt and suede penny loafers **for a professional summer look.**

Wool, silk and linen suits

The plain weave is classic when it comes to linen, but mixed with wool, silk and a touch of stretch these plain weave blends not only offer more resistance to wrinkles, but also **a heightened sense of softness, radiance and business sophistication.** Moreover, they provide excellent, lightweight breathability and summer appeal, keeping the body cool and relaxed. **Crafted by Loro Piana**, their solid colours grant you maximum flexibility when it comes to styling — for example, as seen here with a cotton & silk knit polo and low-top city loafers in taupe summer suede.



2.5 button jacket: 5895
 Shirt: SH00371
 Tie: TLN003
 Pocket square: PLIN001
 Trousers: 5895
 Shoes: SDE06

Lightweight wool suits

Another **Loro Piana creation**, having your summer suit made from this exquisitely fine, soft and lightweight wool is an **excellent way to embrace the warm-weather adaptability of this natural fibre**. By harnessing the natural crimp of wool, small air pockets are created in the fabric which, combined with an open weave, allow for optimal airflow and moisture absorption — keeping you comfortable and dry even as temperatures skyrocket. With natural stretch to keep you moving gracefully, and paired with a white cotton-linen shirt and wool-linen tie (in a colour chosen to match your suede tassel loafers) to **keep you looking effortlessly chic and professional**.



2 button jacket: 5907
 Shirt: SH00269
 Tie: TS789
 Pocket square: PLIN001
 Trousers: 5907
 Shoes: SDE09

Solaro suits

Chic and contemporary, a Solaro fabric achieves its trademark charm by alternating diversely coloured warp and weft threads to create a stunning iridescent effect. Capturing and reflecting various shades of light, summer suits made from this beloved herringbone fabric **are sure to radiate a mix of sophistication and modern elegance**. Pictured here in petrol with a white cotton shirt, off-white jacquard tie and blue suede penny loafers for **a refined workday appearance**.

Easy breezy shirts

As you know, each season we also update your 365 and seasonal collections with an array of the world's best shirtings: from **fabrics that effortlessly adapt to a more relaxed, smart-casual look to plenty of refined options for formal wear — including your most luxurious event styles.**

This season's new collection was carefully selected to truly embody the spirit of spring and summer: sunny weather, travel, new adventures and celebrations. From stretchy jerseys, playful prints and travel-ready 'Journey' cotton by Thomas Mason to elegant solids, airy piqués and a cooling assortment of linen (blends).

New this season:

- **365 linen batiste:** one colour
- **365 cotton and linen blend:** three colours
- **365-Seasonal informal linen prints:** four patterns
- **365-Seasonal informal cotton prints:** six patterns
- **365 piqué knit:** four colours
- **365 pure wool jersey:** one colour
- **365-Seasonal high-stretch performance knit:** one colour
- **365 modal and wool blend:** three colours
- **365-Seasonal light summer cottons:** four patterns
- **365 crease-resistant 'Journey' cotton by Thomas Mason:** 14 fabrics



Pure linen



SH00374

365 pure linen

As you know, **'batiste'** is the name of one of the very thinnest shirt fabrics, often made from cotton. We assume you (like us) also love this specific quality of batiste — already a part of your 365 collection — precisely because it's instead composed of 100% linen. Not only does this ensure its **extra-cool, breathable and lightweight properties**, it also creates that **crisp, earthy and effortlessly chic** linen texture that practically screams summer. Now also available in the natural shade of off-white, bringing your collection of linen batiste colours up to 16.

365 cotton and linen blend

Just in time for summer, we're introducing this **brand-new blend of 70% cotton and 30% linen** with a refreshingly **lightweight and breathable** feel. **Made from double-twisted yarns** for an extra rugged yet subtle texture and with a healthy dose of fine cotton fibres to help maintain a **slightly more formal, polished look** compared to fabrics made from linen alone. Now always available in white, pale blue and light blue, for your summertime wearing pleasure.



Linen blends

SH00372

Linen prints



SH00392

Blame it on a collective *carpe diem* ('seize the day') mentality, but fun prints are definitely hot these days. Hence, our addition of these fabulously playful new 365-Seasonal designs.

365-Seasonal informal linen prints

Move over bygone Hawaiian shirts because these new seasonal arrivals are here to up the ante. Made from **100% linen** for extra breathability and **summer vibes**, each of these three floral prints and one tasteful paisley — all in various shades of blue and white — will be an obvious match for your Bermuda shorts with a laid-back pair of sneakers or loafers this coming summer. Best enjoyed while savouring a tropical breeze.



SH00395, SH00393 & SH00394

Cotton prints



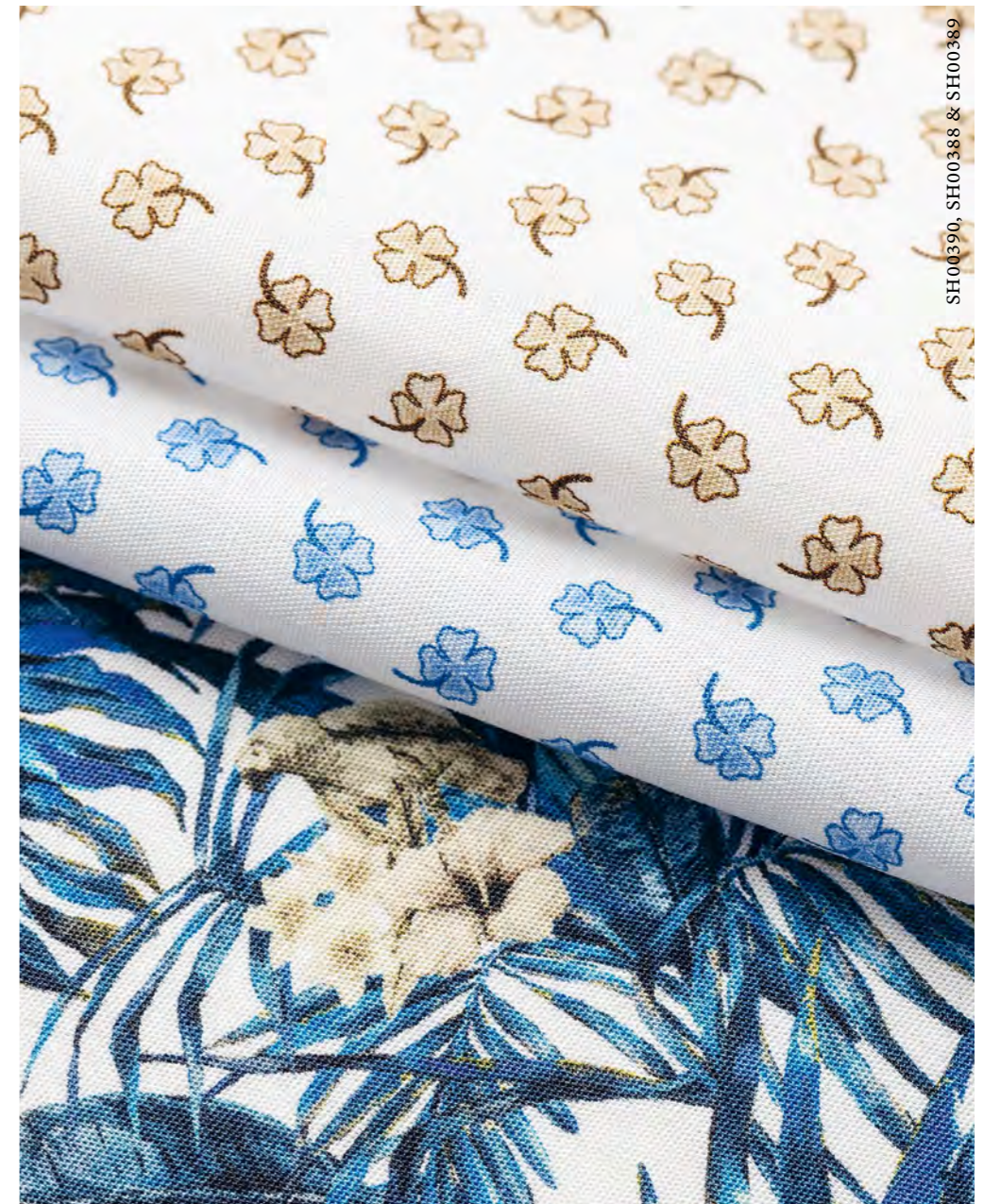
365-Seasonal informal cotton prints

One blue mini-shark design and one mixed-blue beach theme, both on a base of cool, breathable poplin to help you make waves with your sartorial style.

Cotton prints



Shirt: SH00391
Trousers: LIN002
Shoes: SUS06



365-Seasonal informal cotton prints

Clearly made for summer use, the **single-ply**, lightweight, crisp white cotton poplin base on which these patterns were printed guarantees you the comfort, breathability and impeccable style desired **for more casual seasonal settings**. Easy to combine with jeans or chinos, but also with (drawstring) trousers, e.g., in your favourite linen-stretch blend. Available in one charming four-leaf clover design and one lively tropical leaf pattern with birds, both in two distinct colourways.



Knit shirts

We're confident the knit shirt has, by now, become **an essential part of every man's wardrobe**. As such, we're expanding your collection with eight new 365 knits and one new 365-Seasonal. **Extra versatile thanks to their easy adaptability to both formal and smart-casual styles.**

365-Seasonal high-stretch performance knit

Introducing one new seasonal shade of sky blue to (hopefully) match the sunny skies that await you. In a quality you've come to love for its outstanding stretch (26%), **cool sensation, moisture-wicking capabilities** and all-day, exceptional comfort.

SH00378

Piqué & jersey knits



SH00381, SH00382 & SH00384

365 wool and lyocell piqué

You're already familiar with this delightful blend of fibres in the comfortable, **stretchy honeycomb texture** of a piqué knit. Now get ready for four new 365 colours — **in azure, navy, midnight and tan** — bringing your total number of wool and lyocell piqué knits that are always in stock up to nine.



SH00383



SH00385

365 pure wool jersey

Another favourite knit quality, your collection of **S120 jersey wool** for shirts now totals 15 colour options with this new darker, intriguing shade of anthracite grey. Offering a stylish departure from the norm with the same **lightweight comfort and practical resistance to wrinkles**.

Modal & wool knits



SH00377 & SH00375



SH00376

365 modal and wool

Presenting an enticing **new knit blend** crafted from **30% wool and 70% beech tree pulp** (i.e., modal), **known for its softness, breathability and cotton-like functionality**, but considered even **more luxurious** due to its smooth, **silk-like texture**. Offering a truly **elegant drape, incredible wrinkle resistance and a versatile character** that can easily encompass everything from **formal to casual wear**. Now always available in three attractive mouliné shades of light blue, ivory and sand.

Thomas Mason 'Journey' cottons

Introducing 14 new professional-grade 365 shirt fabrics, each **crafted from soft, breathable cotton and specially selected from Thomas Mason's 'Journey' collection**, for minimal wrinkles and gratifyingly low maintenance both throughout the day and after prolonged storage in your suitcase.



SH00360

365 double-twisted 'Journey' pinpoint and micro-structures by Thomas Mason

Crafted from finer, more tightly woven yarns, the subtle matte appearance of these **four small, dot-like Oxford weaves and two understated micro-structures** put you in full styling control — from leisure to semi-casual and even formal wear. Now always in stock in two whites and various shades of light blue, light pink and lilac. **Made from compact, double-twisted yarns with a crease-resistant finish.**

365 double-twisted 'Journey' twill by Thomas Mason

Prized for their **elegant shine and robust two-ply yarns**, your twill shirtings are particularly well suited to **more formal settings** like the office (but also other upscale occasions). Crafted with the same low-maintenance finish in four new blue-on-white patterns, plus one new cornflower-blue check on light blue.



SH00366, SH00364 & SH00369

Super-light cottons

365-Seasonal light summer cotton

Two subtly checked twills and two more-pronounced plain weave checks, all on a white background and **weighing a mere 120-145 grams** — putting them squarely on the summery end of the shirting spectrum. For a difference we're sure you'll both feel and appreciate on a hot sunny day.



Chinos

Ideal warm-weather legwear

Whether you opt for your **fine twill for use on even the most scorching days** or your **broken twill for year-round enjoyment** (available in a wealth of sixteen colours), we suggest preparing for summer with at least a few good pairs of your **garment-dyed, 100% cotton chinos** at hand. Well loved for their **breathable, cooling skinfeel, excellent freedom of movement, all-day comfort** and a look that can effortlessly transition **from formal to smart-casual settings**.

Ties

Summer lends itself to embracing lightweight materials and adding playful patterns — and a man's choice of tie, including its knot, often speaks volumes about his own personal style.

But don't forget the golden rule of ties: always select your tie to complement your outfit, not the other way around! During the warmer months, this often means opting for fibres like **cotton, silk and linen, while also making smart use of texture to elevate your look as a whole**. For example, an open weave like grenadine or the tactile richness of linen can go a long way in creating a more relaxed, breezy vibe.

Flip the page to glimpse and learn about your new SS24 and 365 tie fabrics (including 21 new additions, in total) **and remember:** keeping a small collection of **instant ready-made ties** on hand is a great way to not only help (and hopefully hook) the customers who stop by in search of a quick fix, but also to boost your own margin. No need to purchase a large amount or months in advance: order as few as two identical items and your instant ready-made creations will be delivered within 3-5 weeks, guaranteed.





Ties

365 and SS24 additions

Behold! Your **seven new SS24** tie qualities, for a total of 15 seasonal options, and **six new 365's**:

- 01. SS24 silk grenadines:** one dark blue, one beige and one green, all with white dots, and one with bold stripes in white and beige.
- 02. SS24 silk with bold stripes:** one in dark blue and bright blue, and one in dark blue and grey.
- 03. SS24 silk-cotton blend:** one off-white abstract jacquard with tiny blue ovals.
- 04. 365 plain weave wool-linen blend (to match your suit, if so desired):** in dark blue, dark green, dark taupe, sand, mid-blue and beige.
- 05. SS24 linen-silk jacquards with flowers:** one blue with white and taupe, one white with mixed blue, and one sand with off-white and grey.
- 06. SS24 silk-cotton-linen jacquards with white micro flowers:** one blue and one light grey.
- 07. SS24 shantung silk with bold stripes:** one in light and dark blue, and one in off-white and beige.
- 08. SS24 silk:** one off-white with mixed-green abstract flower print.



Pocket squares

This season, we're also introducing nine new seasonal printed silk pocket squares.

Silk is undoubtedly one of the most sought-after fibres for this **small yet sophisticated** accessory, not only thanks to its luxuriousness, but also because of its captivating ability to catch the light at different angles, creating a **dynamic effect**.

However, our primary motivation for choosing silk is its suitability for intricate designs, allowing for **prints with remarkable precision**. From this season's abstract paisleys and faded flowers to your new geometric flowers in three summer-inspired hues.

We highly recommend ordering a few of your favourites as **instant ready-made to have on hand during the sales process**: pocket squares are a prime example of an accessory that might seem 'unnecessary' if you don't see it in person — but once you do, it often sells itself.



Technical outerwear

Looking good, rain or shine

We're sure our little country of the Netherlands isn't the only place where suboptimal weather makes a frequent appearance in the lead up to (or heaven forbid during) summer. When it's too hot for our winter coats, but too wet or windy for nothing at all, you'll want to **opt for breathable, lightweight outerwear that goes beyond simply protecting you from the elements.**

Because **you don't need to sacrifice on comfort or style for superior performance and functionality:** simply choose one of (y)our premium technical fabrics in combination with your summer-ready 'makes' and design options to create your own highly enjoyable, **versatile outerwear with a chic, athleisure twist.**

Technical coats



OC0103



OC0103

Choose this shorter unlined technical style for an appealing, athletic-inspired **mix of functionality and casual sophistication.**

Opt for an overcoat with no lining and in a breathable technical fabric to enjoy **elegant, full-coverage performance** with an active-wear edge.



Technical overcoats

OC0087

Informal jackets

Designed for effortless comfort and aesthetics, your informal jackets **skip the traditional inner layers** such as canvas, fusing and shoulder pads, helping you **better achieve peak summer coolness** while still providing a layer of protection.



BL0025

Have your quilted vest made in a soft, water-repellent peach skin fabric for **added warmth under your jacket in winter** and early spring, before wearing it as **your only outer layer on drizzly mid-spring days and cool summer nights** as the seasons progress.

Quilted vests



BL0026

Technical two-way zip vests



BL0021

Choosing a technical fabric for your two-way zip vest is a smart way to achieve **exceptional water repellence while still maintaining optimal breathability and full freedom of movement**. Also a perfect choice for boat outings on sunny yet windy days or on any more casual summer occasion.

Shoes

With warmer weather just around the corner, you (and your customers) might be on the hunt for **your ideal summer shoe**.

Luckily, that's never been easier, as **we make it possible for you to choose nearly every detail**: from the type of last, sole and leather or suede to your choice of colour(s), monogram and more.

The bottom line? Your ideal match awaits, no matter the style and occasion. **Turn the page to see our three most popular (semi-)casual shoe models for summer.**

New from this season onwards:

- **City loafers**: now also available in all suede types and colours

Live from April:

- **Discontinuation of the brick red Vibram Vi-lite sole**: for all formal and informal shoes



City loafers

Lightweight with maximum comfort and a timeless yet contemporary appeal, your choice of options gives the city loafer its own distinct charm: low-top or mid-top, with or without laces, and now available in your choice of sneaker fine calf leather, sneaker grain leather and all suedes.



From back to front and left to right: mid-top city loafers with laces in midnight blue suede (SUS10), low-top city loafers in dark grey suede (SDE08), low-top city loafers in sand summer suede (SUS06), mid-top city loafers with laces in sand-coloured perforated summer suede (SUSP06) and mid-top city loafers in mid-grey summer suede (SUS08).

Smart loafers

Possibly the **most versatile summer shoe for men**, loafers are not only easy to slip on and off, they also allow for a seamless transition **from day to night** while being equally suitable **for work and the weekend**. For summer, we highly recommend your plain-toe, tassel and penny loafer models crafted in the Blake light or Bologna 'make', with a Vibram Vi-lite or Bologna sole.



01



02

03

04

05

01. Penny loafers

Blake flex make
Leather with rubber
grip sole
Dark blue suede

SDE09

02. Penny loafers

Blake light make
Dark brown Vi-lite sole
Sand summer suede

SUS06

03. Penny loafers

Blake make
Leather with rubber
grip sole
Taupe suede

SDE06

04. Plain-toe loafers

Blake light make
Leather with rubber
grip sole
Chocolate brown suede

SUS03

05. Tassel loafers

Bologna make and sole
Midnight blue summer
suede

SUS10

Summer sneakers

Sneakers have obviously become a 'must have' the whole year through, but late **spring through early autumn** definitely stands out as **the peak time to showcase your tassel, penny and slip-on models.**



From left to right: low-top sneakers in sand-coloured perforated summer suede (SUSP06), slip-on sneakers in light grey summer suede (SUS09) and tassel sneakers in midnight blue summer suede (SUS10).



SUS03 Tassel sneaker in chocolate brown summer suede



What to wear for travel

Airport outfit ideas

Although your specific styling choices are apt to depend on your destination and transit time, you'll always want your travel outfits to be **made from lightweight, comfortable, breathable and resilient fabrics**. Whether you're setting off on a business trip, solo adventure or luxurious beach holiday, your **clothes can have a noticeable impact on your flying experience**. So choose wisely!



For a short recreational flight

While a shorter flight allows you the luxury of choosing style above comfort, we still recommend **sticking to the basics**. For example, a **jersey button-up with a lightweight two-way zip vest and Bermudas**, both in breathable pure linen. Or, for a more relaxed look, a simple knit T-shirt with matching leisure pants.

Vest: LIN003
 Shirt: SH00382
 Bermudas: LIN003
 Shoes: SUS10



For a long recreational flight

Opting for loungewear is always a wise choice for longer flights, when **comfort will be your number-one priority**. As the temperature on board is likely to fluctuate, you'll want to wear layers, preferably in stretch fabrics. A **matching loungewear set of leisure pants, a T-shirt and a full-zip hoodie** will always give you the freedom you need, both to adjust your layers and move about comfortably.

Hoodie with zip: K10035
 T-shirt: K10148
 Leisure pants: K10035
 Sneakers: SNE07



For a short business flight

A **stylish, smart look is essential** when you're flying for business, for example: a **breathable cotton shirt with tropical wool trousers or lightweight chinos in fine cotton twill**. Keep it professional with a pair of loafers or boots and — in case the plane gets chilly or to dress up when you arrive — a sharp informal jacket or blazer.

2 button jacket: OLM001
 Shirt: SH00378
 Drawstring trousers: OLM001
 Shoes: SDE01

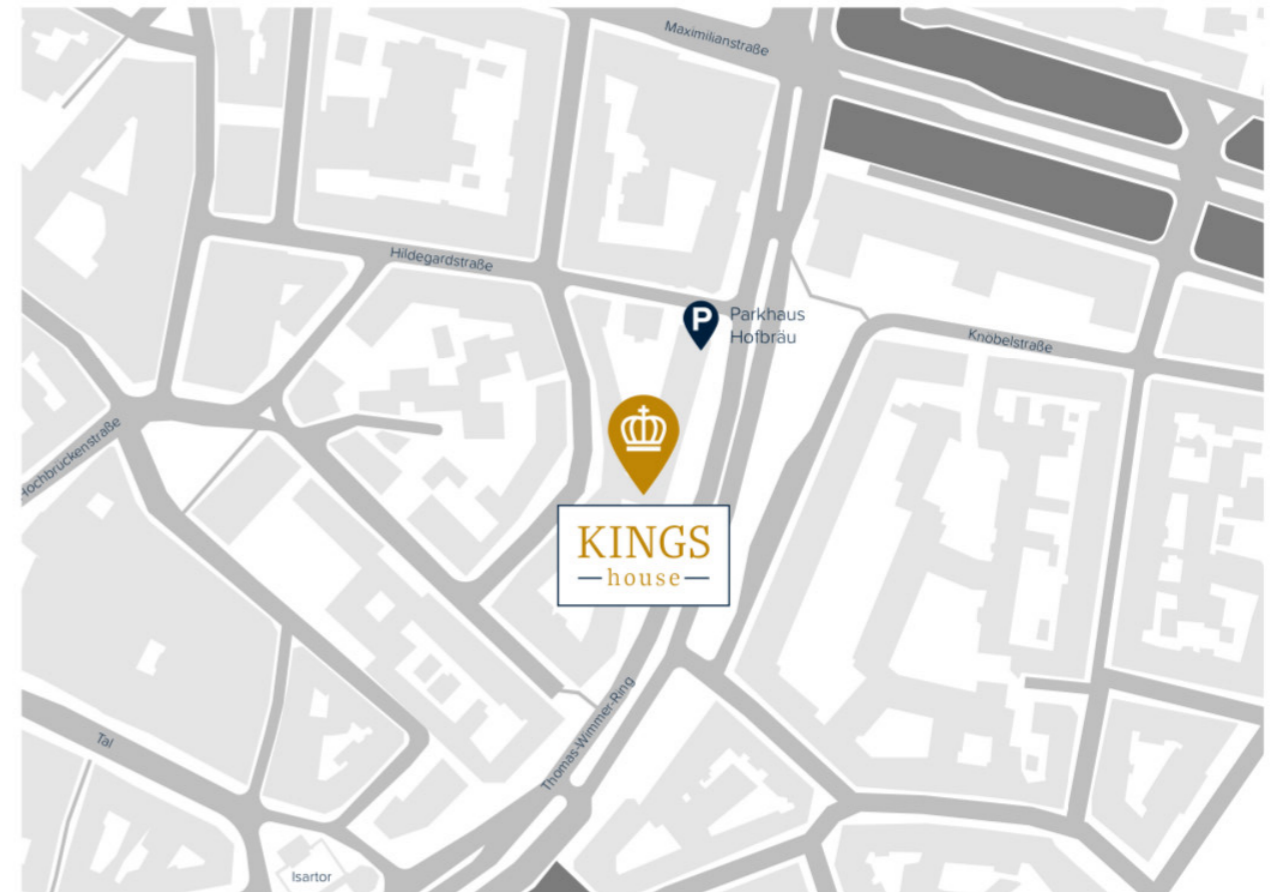


For a long business flight

For extended business flights, consider swapping your button-up for a **knit T-shirt and opting for comfortable city loafers or sneakers**. Adding a pair of **stretch drawstring** chinos will also help you strike that **perfect balance between cosy and smart**. And don't forget to layer up! For example, with a knit crew neck and two-way zip vest, for easy adaptability or a last-minute outfit 'upgrade'.

Vest: 5873
 T-shirt: K10124
 Drawstring chino: COG006
 Shoes: SUS10

KINGS —house—





Any questions?

You know where to find us!

