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Newsletter & Journal Project:

Bespoke Suits

To Bespoke or Not to Bespoke, It is Not a Question...

A true New York gentleman has class and speaks articulately. A man for all circles, he is well read and knows how to treat a lady. His friends and colleagues regard him fondly. But especially, he knows how to dress. This is of paramount importance because navigating New York City life means that each encounter is a touchstone, so one might as well ensure that that first impression is a memorable one. There is no better way to make your mark on those you interact with than to enter a room sharply dressed.

Sure you can purchase a *ready to wear* or *made to measure* suit from any number of stores and look good, but deciding to invest in a fashionable, impeccably-designed bespoke suit will elevate your presence to the next level, allowing you to enter any New York boardroom, cocktail lounge or NYC art gallery with the confidence in knowing you look GREAT.

The Clothes Makes the Man

From the first stitch to the last, a handmade bespoke suit should represent who you are. By creating a suit from scratch you are immediately setting yourself apart from the everyday man. Electing to incorporate high quality fabrics, like our *Loro Piana* suiting cloth for example, informs the world without words, that you are discerning and have a keen eye. Every element of your bespoke suit – from the fabric, to your color of choice, says something about **your character**.

In New York City, a Bespoke Suit is where it's at

More than just something you wear; a crafted bespoke suit is an integral part of a New York lifestyle that too many men have overlooked. There was once a time where a man did not leave the house unless he was decked out in his *Sunday best*. No matter the season, a gentleman was well-dressed and well-groomed, with a reverence for his appearance. But the 1960's Cultural Revolution largely sequestered the elegance of men's fashion in favor of more casual attire.

But happily the tide is turning to a more exalted outlook on fashion and men throughout NYC are making accords with themselves to walk a different path; to not only look like a gentleman, but to be one. And investing in a bespoke suit is a pretty good place to start.