



TAILOR'S  
N.Y.

# SMART CASUAL MEN

LOOK  
SMART  
FEEL  
CASUAL

Stylers  
MADE TO MEASURE



Dear Customers,  
We are glad to inform you that first year with our Smart Casual program has been a huge success.

Over 2000 garments have been delivered and the feedback has been positive from customers in the UK and all over Europe. The Polo shirts, casual trousers and unstructured jackets have been well received and as we add to the portfolio with unstructured coats and support this with seasonal fabrics the strength of this range continues to grow.

## SMART CASUAL MEN

It is apparent with the number of returning orders that once this range is introduced to your customers the desire for the product grows.

With the seasonal collection of fabrics the Smart casual Range can be a versatile product not just for the summer months but with the heavier cottons and 100% Wool offerings this range works as

We would welcome the opportunity to discuss this product further with you and help you understand the flexibility of this range and how it can result in additional sales alongside the already established classical MTM products.

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## PRODUCT – PORTFOLIO

### Unconstructed Jacket

With a modern silhouette and a softer fit to the shoulder, this informal jacket is a great alternative to the classic style or ideal for the weekend.

### Chino

Benefiting from our new ORANGE block, these trousers have a slim look and comfortable fit. With a variety of clever styling options and nice details the trousers always look great.

### Five Pocket

A timeless classic and a must for all wardrobes, using the same proven ORANGE block as our chinos our five pocket option is sure to be a great addition.

### Unconstructed Coat

This elegant coat is built with the same philosophy as our unconstructed jacket, benefiting from a contemporary look and a soft fit this coat completes our informal portfolio.

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## UNCONSTRUCTED JACKET

Introducing our new contemporary jackets.

The block for this product has been specifically developed resulting in a comfortable and stylish look.

Refined technology and our attention to detail makes this jacket a pleasure to wear and easy to care for.





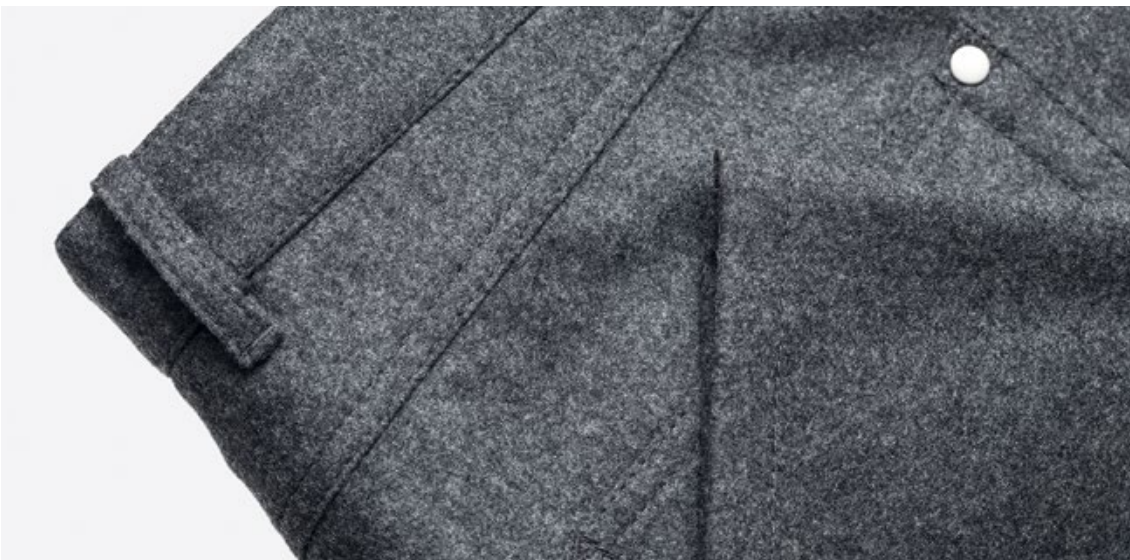
## SMART CASUAL CHINO

The Classic.

Our newly developed block offers a modern cut, comfortable to wear and slim in silhouette.

Suitable for every occasion and a great match to our casual jacket.





## SMART CASUAL FIVE POCKET

Sporty in appearance.

Our five pocket trousers are perfect for every day wear, with a modern slim cut with comfortable width on the seat we have concentrated on the smallest detail.





## UNCONSTRUCTED COAT

Completing the informal portfolio.

Designed to complement the casual jacket and both trousers our unconstructed coat is expertly finished to give a softer and more modern fit.

Look smart, feel casual.





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**FABRICS  
TRIMMINGS**







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