R. Sean McKee

EXECUTIVE CLOTHIERS



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What to Wear to a Summer Wedding and other Summer Social Events – Part 2

Sean: Hey, Dave? Can you – before you go off of that picture – if you can go back – can you hover the outfit really close? It'll bring up a close up of the outfit.

Dave: Okay.

Sean: There you go. Or if you even click on it, it'll pop up. There you go.

Dave: There. There's a nice clean view of it.

Sean: Right. That's fantastic.

Dave: Notice how we complement the checked shirt with some open grounds in the tie so it doesn't get too busy. This is a great tie for this Summer suit. A neutral color – everyone could wear it.

Sean: That's a great look. That would be a great wedding crasher outfit.

Dave: Absolutely. I like it too. So I'm going to go on to the next one. The next suit that I put together, this is from Vitale Barberis Canonico. Now, Vitale Barberis Canonico is an Italian mill that provides custom tailors all over the world using this brand of fabrics. And it's known worldwide for number 1, its tailorability, its performance, its quality, its consistency, but more importantly for me, I like it because it's one of the top fabrics that are available to us, and other manufacturers or other companies use this fabric as well. And because of our relationships that we have, we're able to sell this cloth at a great value - and I know you do as well.

This particular fabric is from their 120s tropical collection. When I use the word tropical, what I mean by that is that it's lightweight, hard finish, so it's a very smooth fabric, very clear finish. As far as weight goes, we used to discuss fabrics in ounces, and now talk about it in grams. This is about a 220 gram suit, so it makes the weight ideal for wearing in the Summer. But because of the high twist yarns, it's very wrinkle-resistant, it has wonderful built-in performance. This particular shade of blue, I like because it gives your customer a little change of pace from the regular dark navy. I styled it here with a tattersall check custom made shirt, and being a solid fabric, it kind of begs to have more

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pop in the shirt and tie, and I've coordinated it with a medallion – green and blue medallion tie. And then we kind of set it off with a complementary – complementing thread color and ivory buttons.

Sean: Yes, it looks good. What would a custom made suit like that cost, Dave, if a person were to go to a retail store?

Dave: Definitely in the $2,400 to $2,800 range.

Sean: Okay. And I just wanted to bring that out because our clients that work with us really don't pay anything close to that for our clothing. We just don't have the overhead and the marketing expense that goes into it. But just wanted to point out this great value when you're dealing with somebody like you or I.

Dave: Yes, and you know, for fabric of this quality - say, like Tom James – this would definitely, this outfit would probably cost you about $3,400. So, this is a terrific value.

Sean: Great. That's a great look. I love the tattersall checked custom made shirt too. And you can't see it really close – if you pop it up there, they'll be able to see the green. You can see the blue really good on the checked, but you can't see the green until you bring it up, so it's very subtle. It really works great with the tie.

Dave: I agree. Also, I didn't really mention, I showed it here with the green buttons, but we also have the option to do matching color thread and only do that last little button on the functional buttons on the sleeve so we can just do one button in green. For some of the guys that I work with that don't want it too over the top, I can add just that little subtle hint of color on their sleeve instead of doing all the button holes.

Sean: Can you hover over the sleeve? Did you just do the last button, or all four?

Dave: No. On this one, I have all of the sleeves, but see where the buttons unbutton there – that one buttonhole can be just done in green. And that's really cool, I do that a lot. Because most guys don't want all their clothing to stand out that much, but me and you being in the clothing business, we can kind of get away with this. But if you're a typical executive, they might want something a little more subtle.

Sean: Right. That looks good.

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