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 TAILORED BRANDS

# Joseph Abboud Opens First Store In New York City

NEW YORK, March 27, 2015 /PRNewswire/ -- Joseph Abboud announces the opening of its Flagship Store, located at 424 Madison Avenue in New York City, the first under the umbrella of Men's Wearhouse, Inc. The 4,300 square foot location was designed and styled collaboratively by Jeffrey Hutchison & Associates and Joseph Abboud, and is reminiscent of London's Savile Row.

"It's our commitment to dress men in the finest quality designer menswear in America so it was only natural to support the Joseph Abboud brand with its own retail store and expand that product offering," said Doug Ewert, Men's Wearhouse CEO. "Joseph Abboud sets a high standard of affordable luxury offering collections that have style, quality and enduring value. We're excited to open the flagship store in Manhattan and believe customers will appreciate both the environment and the merchandise within it."

The store encompasses the full breadth of Abboud's designer collection including tailored clothing made of fine Italian fabrics, sportswear, outerwear, dress furnishings, footwear, Joseph Abboud Custom, and the new Joseph Abboud fragrance. This merchandise is also available online at [www.JosephAbboud.com](http://www.JosephAbboud.com).

Highlights of the Spring/Summer 2015 collection include beautiful linen suits, textured twill sport coats, lightweight cotton sportswear jackets, and cable knit cotton/linen blend sweaters. Prices for suiting starts at \$795, \$495 for sport coats, \$795 for tuxedos, \$595 for outerwear, \$295 for shoes and \$150 for dress shirts. Joseph Abboud Custom ranges from \$795 to \$1,095 for suits and tuxedos and \$595 to \$895 for sport coats.

"The location of the store is in the heart of Midtown, which is quickly becoming a menswear shopping destination," said Joseph Abboud, Chief Creative Director of Men's Wearhouse, Inc. "Inspired by London's Savile Row, I wanted to bring an American curated experience for men to Madison Avenue... a place where they cannot only shop but explore."

The store features architectural details that complement the luxurious quality of the merchandise. Mixtures of menswear textile patterns in shades of sepia have been used throughout the store to complement Abboud's collections. Decorative elements are eclectic with a mixture of vintage, classic and modern pieces such as original hand-drawn charcoal fashion illustrations by renowned artist Bill Rancitelli and a vintage terracotta bust, found by Abboud in a local antique shop in Connecticut. The store has an impressive fifteen foot ivory Venetian plaster vaulted ceiling, lit with brass and hand blown glass chandeliers. Abboud designed custom-made wing chairs; upholstered in his own gray chalk-stripe fabric and leather, trimmed with brass nail heads. Shoes are displayed on a striking art-deco inspired table made of tapered bronze with a deep chocolate shagreen top.

An iron staircase leads up to the Joseph Abboud Custom clothing experience, one of the highlights of the store. At the top of the mezzanine level, customers encounter a wall of over

250 of the finest Italian fabrics on oversized swatches displayed on specially-made bronze hooks. A custom specialist will help customers choose from options including suit silhouette, fabric, lining, pick stitching and functioning button holes.

Custom and tailored clothing is made in America by dedicated craftspeople at the Joseph Abboud factory in New Bedford, Massachusetts. The factory has over 700 employees, making 1,200 suits per day, and supports the Joseph Abboud brand reputation for high quality, great value, and superior design.

### **About Joseph Abboud**

Since the age of sixteen, Joseph Abboud has been passionate about fashion. He started his career in menswear at Louis of Boston and later Polo Ralph Lauren. In 1987, Joseph Abboud launched his own eponymous label. Shortly after its debut, Abboud was accorded numerous honors including the distinction of being the only designer to have received the coveted *Menswear Designer of the Year* twice in a row (1989 & 1990) from the *Council of Fashion Designers of America*. Other awards and honors include *The Cutty Sark Award for Most Promising Menswear Designer* in 1988, the first *Woolmark Award for Distinguished Fashion* in 1989 and again in March of 1993.

Abboud joined Men's Wearhouse (NYSE: MW) as its Chief Creative Director in December 2012. Abboud was reunited with his namesake brand in August 2013 when Men's Wearhouse acquired JA Holding Inc., the parent company of the celebrated American clothing brand, Joseph Abboud. Abboud re-launched his label, reestablishing the brand as a sophisticated modern-American lifestyle collection. The Joseph Abboud designer collection launched in October 2014 on [JosephAbboud.com](http://JosephAbboud.com) and is now available at the Joseph Abboud Flagship Store in New York City.

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