

PRESS RELEASE | N.TYLER AUTUMN-WINTER 2012/13 | SAVILE ROW AND SOCIAL NETWORK

Singapore, May 2012 - **N.TYLER** highlights the emerging influence of Men's direction for Autumn/Winter 2012/13. Sleek modernism and obsessive attention to detail are symbolic trademarks throughout the collections. This symbolic direction perfectly captures an exciting confidence in menswear styling and predominantly inspired.

The Autumn/Winter 2012/13 season concentrates on fresh perspectives as concepts borrow from the tailoring aesthetic of Savile Row. Recognising consumer's ability to adapt to various conditions will be realised in dynamic luxurious fabrics, pairing form and function like never before.

In the space between pure design classics and vintage nostalgia lies an elegantly understated tailoring aesthetic that mixes the uncluttered principles of style with a sense of sartorial sophistication.

Tailored heritage or construction will be the strongest message this winter. Men are feeling an urge to smarten up, to dress cleaner and most of all, to dress successfully in emerging economies. This collection confirms a style that has changed the face of fashion transforming pure elegance into delightful dressing in beautiful clothes and accessories designed to meet the demands of everyday life. The mood reflects in everything from colour choice to fabric, with timeless appeal. The key look for the season mirrors the desire for a quiet aesthetic.

Inspiration is drawn from the traditions of Savile Row's sartorial in central London. Unexpected volumes take shape. Transformations, layering the combination of sports and city wear. There is spontaneity, style and refined details in this chic and comfortable wardrobe. The focus is on quality and timelessness with high yarn count of Supima cotton for knitwear and fine exquisite fabrics like Cashmere and wool developed exclusively with renowned weavers. The prominence of black and grey in the season's colour palette highlights the current mood for timeless look into an existing wardrobe. Grey and black work as an unassuming neutral to highlight accent colours or as a single statement, with nuances of colour, layered together to form a cohesive look. Classic and timeless colour of Dark Tobacco and Camel depicts an air of Confident luxury too. The brown palette is the season's core palette is looking new with shades that span from warm champagne tans to the richer tones of dark espresso.

Details are restricted to the bare minimum and sometimes hidden to endorse this clean minimal appeal. Style must-haves include a long sleeve Birmingham collar detail with button cuffs, suits with skinny lapels and leather details as finishing touch, a duffle coat with removable puffer vest. The overcoats and jackets is this season piece de resistance. It can be married into personal style and aesthetic. Shirts come in luxurious 2-ply European fabrics. Suits and Tuxedos are made in lightweight wool blends. You can expect a full complementing range of made in Italy accessories like belts, small leather goods, cufflinks, collar bars, silk ties and silk pocket squares.

This symbolic direction perfectly captures on the following themes:

Savile Row

A fully illustrated history of bespoke tailoring - custom-made men's clothing that made a small London street globally known brand to generations of sartorial connoisseurs. Classic sartorial style and traditional tailoring silhouettes underpin a timeless look that combines archive menswear influences with a sense of iconic elegance. Subtle yarn dyed plaids and checks are used for Men's shirts, pants, ties and bow ties.

Social Network

Social Networking is practice of expanding one's social contacts by making connections through one individual. The unparalleled potential of the internet to promote such connections is only now fully recognized and exploited through web-based platforms, such as Facebook, Twitter, LinkedIn and etc.

PRODUCT PRICING

- o Tuxedo: SGD915 – SGD1016
- o Suiting's: SGD712 – SGD825
- o Sweaters & cardigans: SGD95 – SGD185
- o Polo T's: SGD83 - SGD140
- o Formal shirts: SGD95 – SGD153
- o Evening shirts: SGD178
- o Ties: SGD51
- o Bow Ties: SGD45

MADE IN ITALY MERCHANDISE

- o Jacket: SGD1410 – SGD1917 (Velvet, Cashmere, Pure Virgin Wool)
- o Overcoat: SGD1613 – SGD3540 (Cashmere, 100% Wool, Silk)
- o Pocket Squares: SGD153 – SGD190
- o Belts: SGD133 - SGD147
- o Leather goods: SGD120 – SGD405
- o Cuff Link's: SGD70 – SGD95
- o Tie bars & collar pins: SGD72 – SGD95
- o Silk scarves & mufflers: SGD192
- o Ties & ascots: SGD95
- o Bow Ties: SGD83

STOCKISTS

N.Tyler Flagship Store
N. Tyler at The Shoppes at Marina Bay Sands
Canal Level, B2-118
T: +65 6534 9931

TANGS (Orchard), Robinsons (Raffles City & Centrepoint) and BHG (Bugis)

BRAND PROFILE

- o U.K Inspired – reflecting the “Best of Britishness”
- o European fabrication that speaks of quality, value for money, combined with fashion flair
- o Modern but still on classic – connected with latest trends imbued with contemporary ideas and exciting details
- o Crafted like the masters of Savile Row

INTRODUCTION

- o Established in 2008
- o Country of origin – Singapore
- o First flagship store at The Shoppes at Marina Bay Sands and plan to have the second store along Orchard Road.
- o Market audience – 25 to 40 years, a contemporary man who aspire the epitome of elegant dressing

MERCHANDISE CHARACTERISTICS

- o Elegant detailing with cut & sew
- o Personalised “N” stitching on the first button of the front placket
- o Only European fabrication and trimmings
- o Bespoke services (to be launched)