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Press Release
FOR IMMEDIATE RELEASE

N.TYLER Spring/Summer 2012

Singapore, April 2012 – Modern and stylish, the **N.TYLER** Spring Summer Collection 2012 combines British inspired designs with fine craftsmanship. From must have men's shirts to stylish lightweight summer jackets, the collection ushers in a bold reinterpretation of style for the modern man for whom lasting quality is more important than the vagaries of fashion.

N.TYLER's signature lightweight summer jackets have been given a current spin that now spot colourful checks and contrasting designs in the inner lapels. Drawing inspiration from the elegant sport of Cricket and active travel pursuit, the collection imbues the perennial favourite such as the traditional English bow ties with a striped and extra large design for a more dramatic effect. This season sees a focus on the practical, sleek and luxurious style of the modern man.

Staying true to its values of the finest European tailoring and high-quality Italian fabrics, **N.TYLER** has recently introduced the use of Supima® cotton in its knitwear. Known as the "cashmere of cottons" this material surpasses other more commonly used cottons in softness, strength and brilliance of colour. The classic British polo tees are reworked with delectable paisley prints on the inner collar for a fresher appeal while maintaining the functions of the trusty polo tee. Another revelation is the distinctive indigo dye cotton knit with Hensley neckline. The dye gradually fades after each tumble, accentuating the beauty of the fabric. Paired with a summer-invoking muffler and straw hat, this look is one for the casually stylish man.

The recurring themes in this collection is the fine cut and distinctive "N" stitching with its lightweight shirts adopting different collars in the signature Buckingham, New London, Arizona style and many more. The checks, stripes, windowpane detail, classic, sleek herringbone structure and unique collars embrace the characteristics of the modern **N.TYLER** man and are now well associated with the fresh, innovative designs of the British brand.

The icing on the cake is a range of luxurious accessories which include high-quality belts, paisley-printed pocket squares of pure 100% Italian linen, as well as the birth of exotic skinned leather goods. These vibrantly coloured lizard skin currency wallets and embossed croco prints calf leather clutches are the gentleman's essentials for this season.

From work to leisure, **N.TYLER** presents unique luxurious possibilities for the modern man. Drawn from nature's beauty, the inspiration for the Atlas & England Cricket collection is infused with antique neutrals and strong vibrant shades that simply delights with a sense of anticipation: one road travelled and the allure of a new one to discover.

For more images, please visit www.facebook.com/NTylerSingapore or www.n-tyler.com

N. Tyler Flagship Store

N. Tyler at The Shoppes at Marina Bay Sands
Canal Level, B2-118

OPENING HOURS:

Sunday to Thursday 10am to 11pm,
Friday & Saturday 10am to Midnight
T: +65 6534 9931

Stockists

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

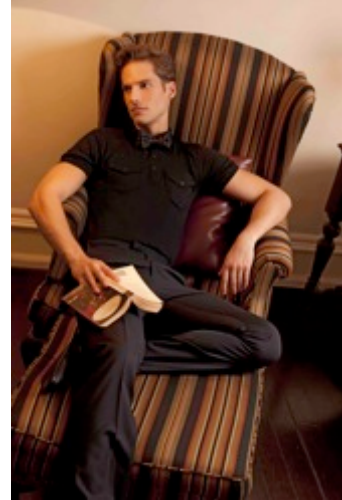
Annex 1 — Images and Prices



Polo-Tee



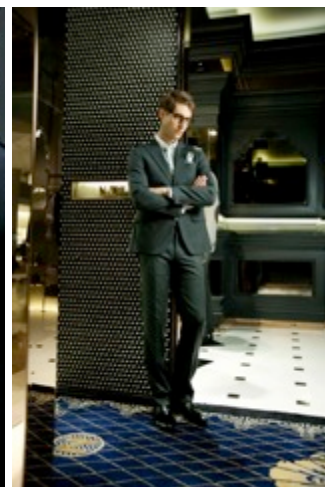
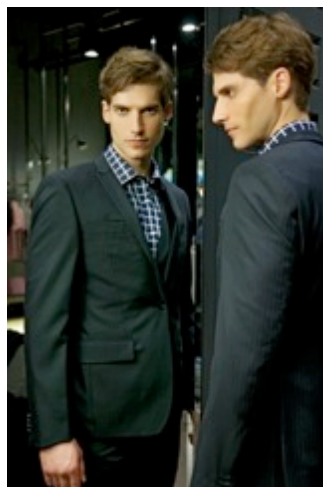
Indigo Dye Cotton Knit
S\$69.90 – S\$129.90



3 Pockets Polo-Tee



Jacket: S\$1390.90 – S\$1890.00



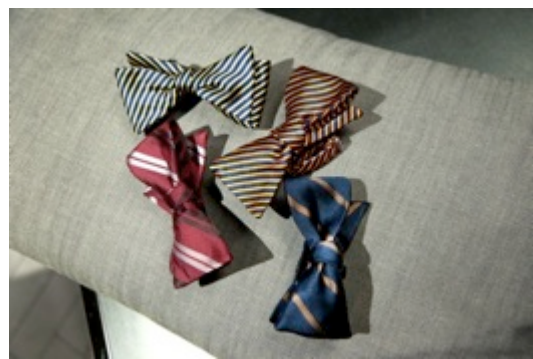
Formal Shirts: S\$89.90 – S\$169.00



Suiting: S\$790.00 – S\$990.00



Pocket Squares: S\$49.90 – S\$69.90



Bow ties: S\$39.90 – S\$79.90



Leather Goods: S\$109.00 – S\$369.00

Price Range for Other N. Tyler Pieces:

- Bermuda: S\$89.90 – S\$159.00
- Pants: S\$79.90 – S\$129.90
- Vest: S\$129.90
- Suiting: S\$790.00 – S\$990.00
- Cardigan: S\$89.90 – S\$179.90
- Overcoat: S\$1449.00 – S\$1990.00
- Ties: S\$49.90 – S\$89.90
- Tie Bars & Collar Pins: S\$59.90 – S\$69.90
- Hats: S\$49.90 – S\$89.90
- Cuff Links: S\$69.90 – S\$89.90
- Belts: S\$109.90 – S\$139.90

About N. Tyler

Reflecting the “Best of Britishness”, N. Tyler is inspired by the elegant Englishmen of the past, present and future. Adhering to its Saville Row-inspired origins, the delicately crafted pieces are imbued with contemporary ideas and exciting details that would delight the cosmopolitan gentleman. .

Every garment of N. Tyler is exquisitely tailored and matched with European fabrics. Whether it's classic or slim-fit, striped or checked, the feel is amazingly smooth yet crisp. Every shirt feels like a tailored-made masterpiece. Pants, single-pleated or plain, each makes a statement. Completing the collection are the must have men's accessories - ties and bow ties.

Sleek and sharp tailoring, N.Tyler welcomes you into this exhilarating world of fashion.

www.n-tyler.com

www.facebook.com/NTylerSingapore

About Publicist PR Consultants

Publicist PR embraces the ever-evolving role of public relations, marketing and social media in the retail fashion industry. Helmed by a team of fashion PR and marketing experts who have their pulse on the industry, we've been dishing out the industry inside scoop since 2005 – making us practically indispensable to brands who want to have their stories told. We remain ever ready to be paired with clients desiring nothing short of a dynamic PR agency with great ideas and tactics to keep you outfitted for success.

www.publicistpr.com

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