

## SAMPLE E-MAIL CAMPAIGNS FOR BROOK TAVERNER, UNITED KINGDOM

Spring 2013

**From:** Kristin DeAnn [<mailto:brooktavernermedia@gmail.com>]

**Sent:** Wednesday, April 24, 2013 3:33 PM

**To:** Kristin Gabriel

**Subject:** Spring menswear news: Men want comfort whilst looking good

This spring menswear trends are simple, sexy and hip with styles featuring a bold new mix of spring colours, textured fabrics and clean lines, chocked full of new styling and detailing, whilst adding comfort and easy care for travel. At Brook Taverner this is a dapper, relaxed look that also offers comfort.



Most men, from 20 or 60 plus, want comfort and ease whilst looking good, and Brook Taverner customers can get everything they need online. These styles are a bit edgy, but still appropriate for the office.

For the younger man seeking that casual look with trendy stripes – Brook Taverner’s semi-structured, pin-feather stripe [Swallow Jacket](#) (£180.00) is designed with a slim silhouette. This casual jacket is cotton/ linen semi-structured.

Another more casual look that is catching a great deal of attention – the Brook Taverner [Blackbird Jacket](#) (Featured: Dill green - £160.00) with Mallard and Gull trousers. Today’s natural fibers in fabric are strong. This pre-washed 100% cotton semi-structured Jacket is great for traveling.

Customers love the quality and value pricing, plus the brilliant updates to order progress, and free returns. For more information about the right

men’s fashions visit: <http://www.brooktaverner.co.uk/>.

Media contact: Kristin Gabriel

[BrookTavernerMedia@gmail.com](mailto:BrookTavernerMedia@gmail.com)



# BROOK TAVERNER

TAILORS OF DISTINCTION SINCE 1912

New York Fashion week's fashion forward are talking about men wearing a "conservative grunge" look, yet the trends we are seeing at Brook Taverner suggest that British men are snubbing this trend and actually buying "laissez faire smart" – it is a dapper, relaxed look that also offers comfort.

## What's Trending



Sexy/hip styles are offering a bold new pop of spring colours, textured fabrics and clean lines, plus they are chocked full of new styling and detailing, whilst adding comfort and easy care for travel. Dressing differently requires a fine tailor with originality – one like [Brook Taverner](#).

This spring wardrobe basics that are styled with a cool, slightly urban twist. Trendyconservative yet casual looks are ideal for men like Jude Law. Brook Taverner pairs a casual [cashmere jumper](#) in rose, with a tailored yet cool checked shirt (4 for £100.00.) These styles are a bit edgy, but still appropriate for the office.

Here's a look that is catching attention – the Brook Taverner [Blackbird Jacket](#) (Dill green- £160.00) with [Mallard and Gull](#) trousers and moccasin shoes. The pre-washed 100% cotton semi-structured jacket is great for traveling.



For business, fashion-forward undercurrents from this year's catwalk twists up the traditional striped [men's suit](#) with new detailing such as the new slim line lapels, and colorful accessories – like, pink or claret-red dotted ties (£25.0). And yes, striped shirts are a huge fashion trend for men this spring/summer.

Most men, whether 20 or 60 plus, want comfort and ease whilst looking good, and Brook Taverner customers can get everything they need online to be different - from a classic, conservative American Ivy League look to casual jumpers or sophisticated suits. And every man needs a savvy yet tailored [conservative blazer](#). This year, the ever popular tweed blazer and these comfortable, easy-care [work trousers](#) are hot items.



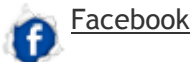
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Media contact: Kristin  
Gabriel; [BrookTavernerMedia@gmail.com](mailto:BrookTavernerMedia@gmail.com)



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**AFFILIATE CAMPAIGN: Suggested copy for your readers is below:**

**Giveaway! An Epsom Pinstripe Suit from Brook Taverner**

Here's chance to win a navy or gray Epsom pinstripe men's suit valued at £315.00. This elegant pinstriped Brook Taverner Epsom suit, made from Super 110's Wool, brings a distinguished air to all occasions. The classic fit combined with expert tailoring and attention to detail makes this a wardrobe essential.

<http://www.brooktaverner.co.uk/epsom-suit-983.html>

For business, fashion-forward undercurrents from this year's catwalk twists up the traditional striped men's suit with new detailing such as the new razor sharp slim line lapels. Details below:



Two button, single breasted  
Classic fit  
Side vents  
Two button, single breasted  
Classic fit  
Side vents  
Five interior pockets  
Fully lined  
Four button cuff  
Super 110's Merino Wool  
Plain front half lined trouser  
Belt loops  
Comfort stretch waistband  
Clasp fastening  
French bearer

Most men, from 20 to 60 plus, want comfort and ease whilst looking good, and Brook Taverner customers can get everything they need online to look their best. This season's men's fashion is all about simplifying and making every piece you wear count. You just need one piece that brings your look to life – and this Epsom suit can be yours.

To have a chance to win - email [BrookTavernerepsomSuit@gmail.com](mailto:BrookTavernerepsomSuit@gmail.com)