

J O S E P H  A B B O U D[®]

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BRAND

Lifestyle designer Joseph Abboud was drawn to the fashion business by a deep appreciation for quality and elegance. Born in Boston on May 5, 1950, he studied comparative literature at the University of Massachusetts. Shortly after, he went on to attend the Sorbonne in Paris, where he grew to love the sophisticated polish of European style. In 1968, Abboud joined the prestigious retail store, Louis of Boston. Over the course of twelve years, he served as Buyer, Merchandiser, and eventually Coordinator of Promotion and Advertising. After three years as the Director of Menswear Design for Polo/Ralph Lauren, further refining his own vision of Men's Style, Abboud made the decision to go out on his own, "I realized I had something new to say, something that wasn't already out there."

Launching his namesake brand in 1987, Abboud has succeeded in establishing an exceptional style sensibility which is infused with intelligence, grace and ease. Joseph Abboud Manufacturing Corporation has been an integral part of the Abboud brand since its inception. Always mindful of his roots, Abboud produces his tailored clothing collections in New Bedford, MA by dedicated and skilled craftsman. As a designer, one of Abboud's more distinguishing characteristics is his innate and unique application of color. His ability to choose tones and shades that seemingly work together so effortlessly is nothing short of masterful. Joseph Abboud's trademark approach to color is subtle yet highly refined as he strives to capture a timelessness harmony in tonality and hue.

Abboud has been accorded numerous honors including the distinction of being the only designer to have received the coveted Menswear Designer of the Year two years in a row (1989 and 1990) from the Council of Fashion Designers of America (CFDA). Especially meaningful to Abboud was the Special Achievement Award from The Neckwear Association of America, which he received in May 1994. This is presented only when the association feels an individual's work has changed the face of the industry. In the association's prior history, only two other designers had been similarly honored, Ralph Lauren and Bill Blass.

Other awards and honors include The Cutty Sark Award for Most Promising Menswear Designer (1988), his first Woolmark Award for Distinguished Fashion (1989) and again in March of 1993. Soon after, Abboud was the honored guest of the Japanese Government in conjunction with the Association of Total Fashion, introducing the brand to the Japanese public with a two week tour and culminating with a fashion show. In 1995, Abboud was honored for Excellence in American Design by the U.S. Department of Commerce. Numerous other prestigious awards have followed including Person of the Year from the American Apparel & Footwear Association and the Lifetime Achievement Award from MR magazine in 2016.

After leaving his namesake brand in 2005, Abboud launched Black Brown 1826 for Lord & Taylor and was instrumental in reinvigorating Hickey Freeman. Abboud joined Tailored Brands Inc. (NYSE: TLRD) as its Chief Creative Director in December 2012 and was reunited with Joseph Abboud brand when Tailored Brands Inc. acquired JA Holding Inc. in August 2013. The Joseph Abboud designer collection launched in October 2014 on JosephAbboud.com and is now available at the Joseph Abboud Flagship Store in New York City.

Abboud is personally involved in every step of the design and manufacturing process. He is grounded, engaging, and possesses an infectious passion for his work.

OUR TONE

Joseph Abboud Collection is the new high-end, fashion-forward line representing Joseph's uncompromised vision for luxury and design. Its fabrics, color palettes and finishing details give it a more aspirational, sartorial edge. It marries Saville Row with artisanal American craftsmanship and style to deliver a quiet confidence that is the evolved, contemporary expression of American style. Its focus on integrity of design, construction and experience constantly move the collection forward.

BRAND IDEAS

ELEVATING THE WAY
MEN DRESS

EMOTIONAL BENEFIT

I'm comfortable with my own discerning
tastes and style

FUNCTIONAL BENEFIT

Expertly designed and meticulously crafted for the modern
man how demands value, quality and style

PRODUCT ATTRIBUTE

Fashion forward sophisticated designer. American craftsmanship and style with
more aspirational choices in fabrics, color palettes and finishing details.

ASPIRATIONAL TARGET

THE TASTEMAKER. His style is traditional seen through a modern lens.
Craftsmanship and attention to detail matter to him as does American made products.
His look is a statement of his self - smart, knowledgeable and stylish.

PIVOTAL INSIGHT

Men can mix and match Tailored Clothing and Sportswear,
while still having a refined look

OWEN OPPORTUNITY



Lines – Joseph Abboud, JOE, potentially Collection

Owen appreciates effortless style as well as value, so the Joseph Abboud line is his sweet spot. That said, he's also moved by the aspirational aspects of the Joseph Abboud Collection. He responds to Joseph Abboud the designer, his role as a fashion icon, and the brand's emphasis on constant evolution. Owen is more likely to shop at Men's Wearhouse purely because of the Joseph Abboud brand and is interested in the Custom offering.

Triggers – Style, Designer Story

LARRY LOYAL



Lines – Joseph Abboud, JOE

Larry is primarily concerned with value and fit. Because he's a loyal customer, we have the ability to upsell him into the Joseph Abboud and JOE lines. He's looking for ease and comfort is knowing that what he purchases from Men's Wearhouse is right for him. He will respond to the value of this new take on American menswear, and the fact that it's made in the USA.

Triggers – Value, Fit, Style, Made in the USA

CHARLES CHALLENGE

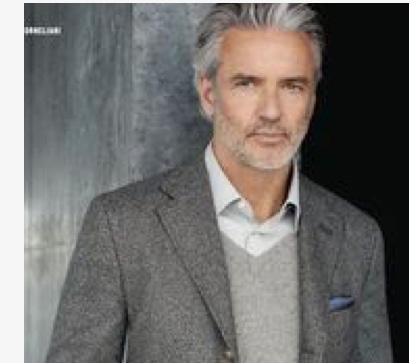


Lines – Joseph Abboud Collection, Joseph Abboud (Heritage)

For Charles, clothes make the man. He values quality, craftsmanship, and style above all else (value, too, though he may not admit it). Not a typical Men's Wearhouse customer, the presence of Joseph Abboud and the Custom offering may compel him to shift from Nordstrom as will the custom process, factory story, and better fabrics. His affinity for Joseph Abboud makes him the core customer for Joseph Abboud Collection.

Triggers – Quality, Craftsmanship, Style, Value

SEBASTIAN SARTORIALIST



Line – Joseph Abboud Collection

Fine materials and craftsmanship matter most to Sebastian. He believes the perfect suit begins with the perfect tailor. His style is traditional seen through a modern lens. He's likely to be attracted to the curated aspect of the limited editions and custom clothing of Joseph Abboud Collection as they underscore his discerning tastes and lifestyle and need for bespoke experiences and goods. He's likely to respond to Joseph Abboud the designer, as well as the line's more conceptual and detailed descriptions, stories, and sources of inspiration.

Triggers – Quality, Detail, Designer Story, Style

FREDDY FORMALWEAR BELLE THE BRIDE



Lines – Joseph Abboud, Joseph Abboud Collection

Freddy expresses himself through his style, for him a formal event is an occasion to not just look great, but to present his best self. He trusts Joseph Abboud's perspective on formalwear implicitly, particularly on life's biggest stages.

Belle wants the best for her wedding and her groom. Likely unfamiliar with Joseph Abboud, she needs to be presented with the option. Style, quality, craftsmanship, and the designer story are all important to Belle. She responds to Joseph the Designer, his role as a fashion icon and will want to know the brand is constantly evolving.

Triggers – Style, Quality, Craftsmanship, Designer Story

THE TASTEMAKER

His style is traditional seen through a modern lens. Craftsmanship and attention to detail matter to him as does American made products. His look is a statement of his self – smart, knowledgeable and stylish.

AL MOST “ALMOST AT THE TOP”



Size: 24%

Revenue: 25%

48m Spend: \$460

Single Trans.: 32%

Age: 46

Millennial: 20%

Income: \$96K

Married, career/family-oriented, single income, strong earner, management/business occupations, Republican leaning

Typical purchase: Dress shirt, slacks, sports wear

ERNIE PRIME “EARNERS IN THEIR PRIME”



Size: 23%

Revenue: 29%

48m Spend: \$569

Single Trans.: 32%

Age: 45

Millennial: 24%

Income: \$140K

Well-educated, married, single income, management/business career, urban/suburban dweller, moderate Republican

Typical purchase: Suits, dress shirt, everything but tuxedos

DAVID WAY “ON THE WAY UP”



Size: 11%

Revenue: 10%

48m Spend: \$383

Single Trans.: 33%

Age: 39

Millennial: 41%

Income: \$65K

Younger, lower earning, married, urban/suburban dwelling, well educated, technology friendly, neutral politics

Typical purchase: Tuxedo, Shoes

Dan Driven

 **Pop. Size**
111M

 **Avg. Age**
35+

 **Ethnicity**
91% Caucasian

 **Family Status**
Mix of single & married

 **Education**
Almost half have a college degree or higher

 **Employment**
Majority employed full-time, high propensity to work 40+ hrs/week, likely to work for Fortune 500 company

 **HHI**
Over half make \$100K+

 **Residence**
Suburban Homeowner



SHOPPING BEHAVIOR

- Limited bandwidth
- Researches online pre-purchase
- Price sensitive & will go out of the way for sales
- Active loyalty card user
- Receptive to others, including his wife, for purchase decisions

MEDIA CONSUMPTION

 **Magazines**
  

 **TV**
  

 **Web**
 

DIGITAL BEHAVIOR

Active on multiple devices so he can juggle between work & personal life. Online purchaser & deal seeker.

SOCIAL MEDIA

85% are social media users.







HOBBIES

- Sports
- Staying active

COHORT

Jack of All Trades: career-driven men who also strive to be great fathers/husbands, and stay social & fit.

ATTRIBUTES

- Time-Starved
- Financially savvy

- Fashion hesitant
- Status conscious

POPULAR BRANDS

 **In-Store**
 

 **Online**


FASHION OUTLOOK

- Apathetic to trends & labels
- Sticks with familiar brands that last
- Wears flexible attire for different roles


SIMMONS REPORT: MEN'S HEARTRHOSE #2; MULTI-GEN X

JOSEPH ABBOUD

SIMMONS

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Noel Nobel



Pop. Size
6.3M




Avg. Age
45+




Ethnicity
95% Caucasian




Family Status
Tendency to be married, may/may not have children




Education
Hls of college/ vocational degrees & no college



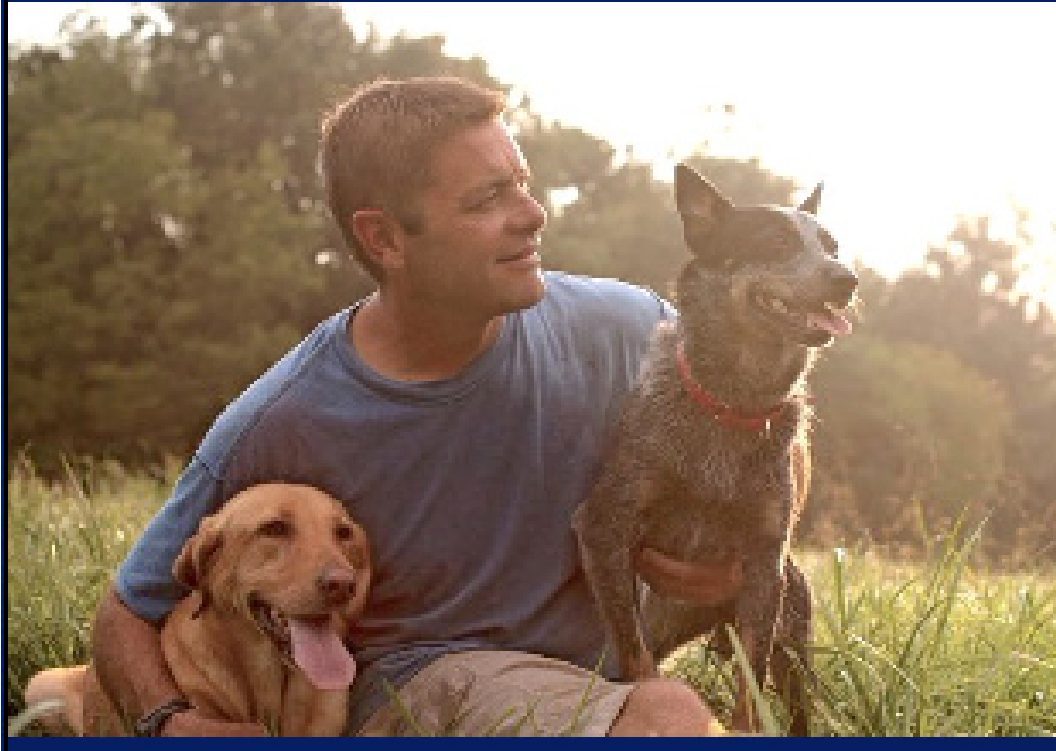
Employment
Large majority are employed full-time, high propensity to work 40+ hrs/week



HHI
Range of incomes, half make \$100K+



Residence
Suburban Homeowner




SHOPPING BEHAVIOR

- Conservative & unassuming taste
- Functional
- Quality that lasts
- Brand loyal


POPULAR BRANDS



In-Store








Online




MEDIA CONSUMPTION




Magazines


Money



Men's Health




TV








Web



NETFLIX

PANDORA




WIKIPEDIA

DIGITAL BEHAVIOR

Likes to stay connected, but not over active.

SOCIAL MEDIA

67% visit social media sites on a regular basis.

HOBBIES

- Volunteering
- Personal time
- Social time

COHORT

Altruists: men who are successful professionals, but prioritize personal & family time.

ATTRIBUTES

- Practical
- Calculated

- Work-life balanced
- Altruistic

SIMMONS REPORT: MEN'S WEARHOUSE '88; MULTI-GEN

DAVID WAY “ON THE WAY UP”



Size: 11%

Revenue: 10%

48m Spend: \$383

Single Trans.: 33%

Age: 39

Millennial: 41%

Income: \$65K

Younger, lower earning, married, urban/suburban dwelling, well educated, technology friendly, neutral politics

Typical purchase:
Tuxedo, Shoes

CARLOS BLUE “HARD HATS AND WORK BOOTS”



Size: 32%

Revenue: 26%

48m Spend: \$365

Single Trans.: 32%

Age: 36

Millennial: 53%

Income: \$60K

Youngest, single, low income, ethnically diverse, some college, politically apathetic, blue collar professions

Typical purchase: Tuxedo

Dan Driven

 **Pop. Size**
111M

 **Avg. Age**
35+

 **Ethnicity**
91% Caucasian

 **Family Status**
Mix of single & married

 **Education**
Almost half have a college degree or higher

 **Employment**
Majority employed full-time, high propensity to work 40+ hrs/week, likely to work for Fortune 500 company

 **HHI**
Over half make \$100K+

 **Residence**
Suburban Homeowner



SHOPPING BEHAVIOR

- Limited bandwidth
- Researches online pre-purchase
- Price sensitive & will go out of the way for sales
- Active loyalty card user
- Receptive to others, including his wife, for purchase decisions

MEDIA CONSUMPTION

 **Magazines**
Sports Illustrated Men's Health
People

 **TV**
FX ESPN
tbs

 **Web**
CNN
ESPN

DIGITAL BEHAVIOR

Active on multiple devices so he can juggle between work & personal life. Online purchaser & deal seeker.

SOCIAL MEDIA

85% are social media users.







HOBBIES

- Sports
- Staying active

COHORT

Jack of All Trades: career-driven men who also strive to be great fathers/husbands, and stay social & fit.

ATTRIBUTES

- Time-Starved
- Fashion hesitant
- Financially savvy
- Status conscious

POPULAR BRANDS

 **In-Store**



 **Online**

FASHION OUTLOOK

- Apathetic to trends & labels
- Sticks with familiar brands that last
- Wears flexible attire for different roles

SIMMONS REPORT: MEN'S MEARHOUSE #2; MULTI-GEN X

JOSEPH ABBOUD


SIMMONS

BRAND | 13

Noel Nobel




Pop. Size
6.3M



Avg. Age
45+




Ethnicity
95% Caucasian



Family Status
Tendency to be married, may/may not have children



Education
Hls of college/ vocational degrees & no college



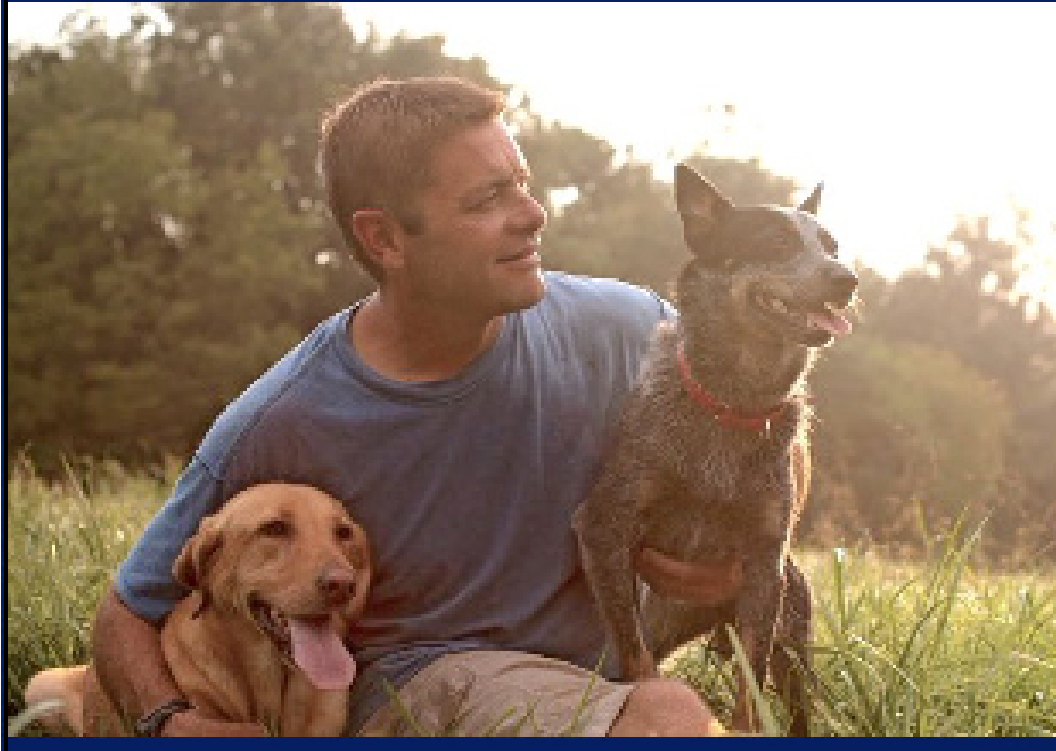
Employment
Large majority are employed full-time, high propensity to work 40+ hrs/week



HHI
Range of incomes, half make \$100K+




Residence
Suburban Homeowner



SHOPPING BEHAVIOR

- Conservative & unassuming taste
- Functional
- Quality that lasts
- Brand loyal


POPULAR BRANDS



In-Store



KOHL'S COSTCO



Online

MEDIA CONSUMPTION






Magazines

Money
Men's Health



TV








DIGITAL BEHAVIOR

Likes to stay connected, but not over active.

SOCIAL MEDIA

67% visit social media sites on a regular basis.


HOBBIES

- Volunteering
- Personal time
- Social time

FASHION OUTLOOK

- Sense of personal taste
- Dresses to impress
- Fashion conscious & brand loyal
- Values quality

COHORT

Altruists: men who are successful professionals, but prioritize personal & family time.

ATTRIBUTES

- Practical
- Calculated

- Work-life balanced
- Altruistic

EDDIE - JUST STARTING OFF

- He is an under 30 -year-old who currently works as a in a middle class job - mostly blue collar
- He has a College degree and he is pursuing more education (Online advanced degree)
- Ethnicity: 65% Caucasian ,11% Hispanic, 8% African American
- He is sharing a house with some buddies from school as he is trying to live on the cheap
- He is online all the time, for school and for fun - he doesn't have cable so all of his entertainment comes from social media and streaming sites
- Heavy mobile user
- He is a heavy coupon user, especially when it comes to buying clothes. He likes the good stuff, but definitely waits for it to come on sale.
- His group of buyers does rent tuxedos BUT they are trending buying suits since they are practical and can use them again. If not for him - for his groomsmen
- Biggest competition - Macys & Black Tux

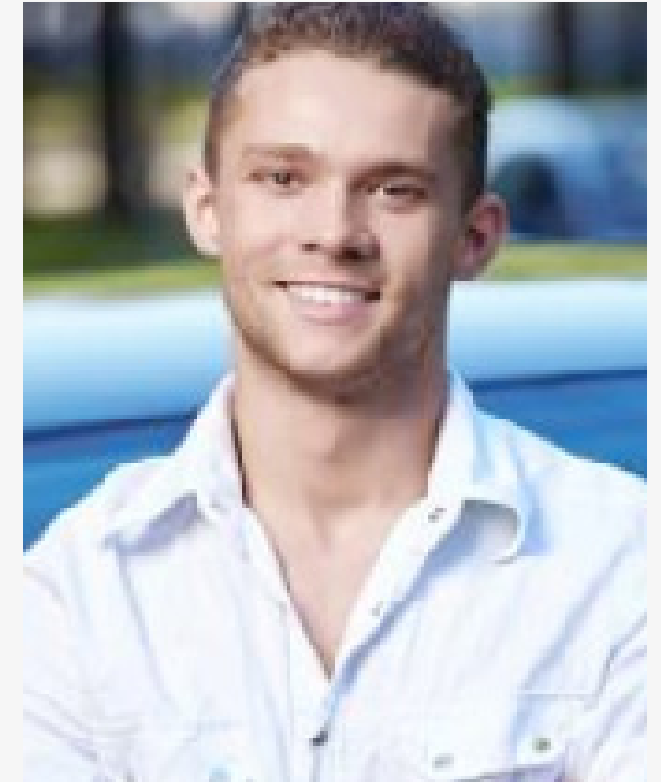


Key Brand Motivators:

1. **Whatever his vision, we'll make it work**
2. **Low stress, easy to work with, no pressure**
3. **Good value and discounts**

MIKE - SAVING FOR THE FUTURE

- He is a 32-year-old who is a Sales Manager at a Honda dealership in Chicago
- He has a Bachelor's in business management from the University of Illinois - Urbana-Champaign
- Ethnicity: 75% Caucasian, 9% Hispanic
- He just qualified for his first mortgage on a condo in the up-and-coming Avondale neighborhood
- He is pretty frugal, and does most of his purchasing online, using memberships like Amazon Prime to get free shipping
- He really wants to start a family, as all of his friends are also settling down
- He needs some good suits for his job, but he doesn't want to spend a lot of money
- Trending - Suit
- More upscale, higher income, aspirational, and trend-forward than Eddie
- Competition - Macys



Key Brand Motivators:

1. **Whatever his vision, we'll make it work**
2. **Be fashionable/up on trends**
3. **A brand he can trust**

MULTI-GENERATIONAL

18-55 (Households)

85% are white

38% graduated college ; 27% attended a vocational school

67% are married

53% have kids

72% are employed full or part-time ; 35% work over 40 hours per week ; 16% are retired

45% more likely than all males to work for a fortune 500 company

19% have household incomes between \$100K - \$149K ; 27% make over \$150K per year

87% are homeowners

22% served in the armed forces

Key Insights:

- Less focused on having the “latest and greatest” but more focused on purchasing practical items that are classic, necessary for their daily lives and affordable
- They look into brands and value ethical and stable companies
- Learn about products via digital platforms as opposed to traditional print. Emails, e-coupons, websites and circulars delivered online are often read
- Online shopping is becoming the norm

MILLENNIALS_GEN X

25-44

81% are white

41% graduated college or more

70% are married

60% have kids

85% are employed full or part-time; 36% work over 40 hours per week

39% more likely than all males to work for a fortune 500 company

23% have household incomes between \$100K - \$149K ; 28% make over \$150K per year

80% are homeowners

Key Insights:

- They're family-focused, internet-savvy, career-driven and sociable. To them, nothing is off limits
- Attracting this group is not only lucrative to business, but this audience can be considered one of the easiest groups to reach from a targeting perspective. They need clothes for a variety of occasions; from the office to the football field to a night out with friends. Their affluence and brand loyalty makes them a prime group to attain
- These consumers are constantly connected and highly mobile. They learn about products almost exclusively online through websites, email campaigns, digital catalogs and mobile apps
- This group is 38% more likely than all adults to make joint decisions on apparel with their spouses
- Capture this group's attention through messaging and ads in their favorite magazines, cable networks, social media sites and other popular websites

CREATIVE EXPRESSION

CREATIVE STRATEGY

THE STYLE EVOLUTION

Joseph Abboud is a premium designer brand that is evolving the way men dress, through expertly crafted garments made of the world's finest materials. We inspire men to innovate and develop their wardrobe through unique and customized pieces to express their individual creativity. With form and function united in an ever-evolving art form, we utilize patterns, fabrics, textures and features to involve him in selecting pieces that represent his rugged masculinity and cultured style.

BRAND CONCEPT:

EVOLUTIONARY

BRAND APPROACH:

PRODUCT
STYLE
SEASON

MESSAGING

The Joseph Abboud brand continues to evolve and stay at the forefront of men's fashion. Messaging communicates relevancy to the customer's wardrobe, highlighting the exceptional versatility and function of coordinating pieces for a timeless approach to

styling. Messaging takes the customer on a journey to appreciate the purpose, history, craft and exceptional quality woven into each piece.

ATTRIBUTES:

AUTHORITATIVE
ASPIRATIONAL
INNOVATIVE

VOICE & TONE

Joseph Abboud's voice is that of an industry leader, carrying the audience into a reality where clothing is artful yet appropriate for their everyday lifestyle. The tone is aspirational and transformative, expressing the details found in each piece's origin. The third person point of view is used to elevate the brand as an authority, creating an inspiring atmosphere. This allows Joseph Abboud as the award-winning designer to speak to the customer personally, offering his advice and vision.

MW & MOORES SHIFT: JOSEPH ABBOUD, JOE & RENTAL:

Joseph Abboud as the award-winning fashion designer is the expert in Men's Wearhouse and Moores. We position him as an authority, using his expertise and reputation to reaffirm style choices, quality and integrity, assuring the customer that they are in the hands of a respected icon.

STORYTELLING OPPORTUNITIES

Guides customers and provides recommendations as they build their wardrobe to create a unique style all their own

- Custom program
- Limited edition pieces (*JAC only)
- Educate through the craft, quality and innovation of each piece
- Videos showing creation, history and inspiration for pieces
- Mood boards with sketches and hand-selected fabrics

Made in the USA

- Manufactured in New Bedford, MA

Partnerships/Collaborators

- Premium brands hand-selected by Joseph that align with his vision and prestige:
 - Albertus Swanepoel
 - Allen Edmonds
 - Artemis Design Co.
 - Aston Leathers
 - J.S. Blank
 - Rawlings

- Prestigious Mills in Italy:

Angelico
Botto Guisepppe
Campore
Carlo Barbera
Cerruti
Colombo
Di Pray
Drago
Duca Visconti
E Thomas
E. Zegna
Guabello

J Tex
Lan. Zanieri
Larusmiani
Leomaster
Loro Piana
Marlane
Marling & Evans
Marzotto
Need (Ormezzano)
Novara
Pontoglio
Profilo

Quaregna
Reda
Rodina
Subalpino
Tallia Di Delfino
Tessline SPR
Tessuti Di Sondrio
Tg Di Fabio
Tollegno
Vitale Barberis Canonico
Zignone

Who Joseph is dressing (celebrity, athletes, society endorsements)

Seasonal style stories

Events

- Fashion shows
- Celebrity events
- Social influencers

Featured Products

- Linen
- Plaids
- Double-breasted

PRIME EXPERT: JOSEPH ABBOUD HIMSELF

Joseph Abboud quotes that highlight discerning tastes, quality, craft, and evolve form and function

SECONDARY EXPERT: EDITOR

GQ, Esquire, Fashion Editors

INFLUENCERS:

Celebrities and athletes
Fashion bloggers

EDITORIAL EXAMPLES

SEASONAL EDITORIAL (3RD PERSON - JAC)

Subject Line: Step into linen this spring.

Pre Header: Versatility and elegant style make up the perfect summer wear.

Headline: The Lighter Side

Sub Head: Linen woven in Italy is refined on the surface, deconstructed and unlined for the ultimate in comfort on the inside.

Body Copy: Durable and artfully constructed to be stain resistant, linen is the perfect layering fabric for when temperatures rise.

JAC CORDUROY EDITORIAL EMAIL

Subject Line: Discover the rich heritage of corduroy.

Pre Header: Shop fall separates.

Banner: COMPLIMENTARY SHIPPING on all U.S. purchases and returns. See terms below. International shipping to over 100 countries worldwide.

Headline: Rooted in Nobility

Subhead: Corduroy's rich heritage transcends the realm of royalty to elevate the every day.

CTA: SHOP FALL SEPARATES

Quote: Originating from the French, corde du roi, or "rope of the king," corduroy is a timeless fabric with roots in royalty yet is ideal for the every day. - Joseph Abboud

JAH (3RD PERSON + QUOTE)

Subject Line: Create deeper texture with coordinating colors.

Pre Header: Mix and match for enduring style.

Headline: Neutral Territory

Sub Head: The cashmere windowpane sport coat is the perfect marriage of luxury wear and impeccable tailoring.

Designer Quote: "Style yourself in a tonal color palette that gives you the freedom to mix and match timeless pieces from your wardrobe." - Joseph Abboud

JOE

Subject Line: Feel the superior performance of the JOE Survival Suit.

Pre Header: Discover technology that moves with you.

Headline: The JOE Survival Suit

Sub Head: Experience the next evolution in technology.

Body Copy:

- Breathable layering keeps you cool
- Wrinkle-resistance looks stylish all day
- Water-repellent fabric withstands light rain and minor spills
- Natural stretch allows for extended range of motion and comfort

Designer Quote: "With a lightweight feel and slim fit, this revolutionary fabric represents the next phase in the quest for style that performs." - Joseph Abboud

RENTAL

Subject Line: Craft your personal wedding look.

Pre Header: Find your perfect fit and customize every detail.

Headline: The Look of Love

Sub Head: Measured and made to your specifications, your wedding tux or suit can become your signature formal look for years to come. Have it your way with Custom.

Designer Quote: "I think the groom is just as important as the bride. It's his special day as well. We want to customize every detail so he feels comfortable and can focus on what matters most." - Joseph Abboud

All sales will be branded “End of Season Event” to elevate the exclusivity, as there are no on-going promotions. Supporting copy will play to the close of that season:

- Spring Send-Off Sale
- End of Fall Sale

Exclusive events (VIP offers)

- Artisan Trunk Shows
- 30th Anniversary: Gift of 30% Off

DO

- Speak in the 3rd person unless Joseph Abboud is speaking (1st Person)
- Speak in complete, detailed sentences
- Craft stories that illustrate anatomical details
- Try to speak from an artist's point of view, with reverence and appreciation

DON'T

- Use “discount” abbreviations or styling, like “thru”
- Use fragments
- Overuse “occasion,” “perfect” or “tradition” (which belong to other brands)
- Overuse puns or wordplay

IDENTITY

LOGO PORTFOLIO - PROPOSED

JAC

MW/MO

MO - FRENCH

MAIN LOGOS

J O S E P H  A B B O U D'

J O S E P H  A B B O U D'

J O S E P H  A B B O U D'

J O S E P H

A B B O U D'

J O S E P H

A B B O U D'

J O S E P H

A B B O U D'

CUSTOM LOGOS

J O S E P H  A B B O U D
C U S T O M™

J O S E P H  A B B O U D
C U S T O M™

J O S E P H  A B B O U D
C U S T O M™

J O S E P H  A B B O U D'
C U S T O M C L O T H I N G

J O S E P H  A B B O U D'
V Ê T E M E N T S S U R M E S U R E

FORMAL LOGOS

J O S E P H  A B B O U D
F O R M A L

J O S E P H  A B B O U D
V Ê T E M E N T S F O R M E L S

JOE LOGO

J  E
J O S E P H A B B O U D

JOE CUSTOM LOGO

J  E
C U S T O M
J O S E P H A B B O U D

LOGO - SUB BRANDS

Whenever there is a new category logo needed, to create it:

Font: Copperplate Regular - all caps

Tracking: 350

0.25" stroke

Font size dictated by height of type in logo

Centered under logo



LOGO USAGE GUIDELINES - DO'S



SPACING

J O S E P H  A B B O U D

SMALLEST SIZE FOR PRINT - 1.75" X 0.11"

J O S E P H

A B B O U D

SMALLEST SIZE FOR PRINT - 0.78" X 0.27"

J O S E P H  A B B O U D

SMALLEST SIZE FOR ONLINE - 190 X 12 PX

LOGO USAGE GUIDELINES - DONT'S

J O S E P H  A B B O U D'

DON'T ROTATE LESS THAN 90°

J O S E P H  A B B O U D'

DON'T SCALE ELEMENTS

J O S E P H  A B B O U D'

DON'T WARP

J O S E P H  A B B O U D'

DON'T APPLY FILTERS

J O S E P H  A B B O U D'

DON'T STRETCH

J O S E P H  A B B O U D

DON'T CHANGE FONT

J O S E P H  A B B O U D'

DON'T OUTLINE

J O S E P H  A B B O U D'

DON'T USE NON-APPROVED COLORS

J
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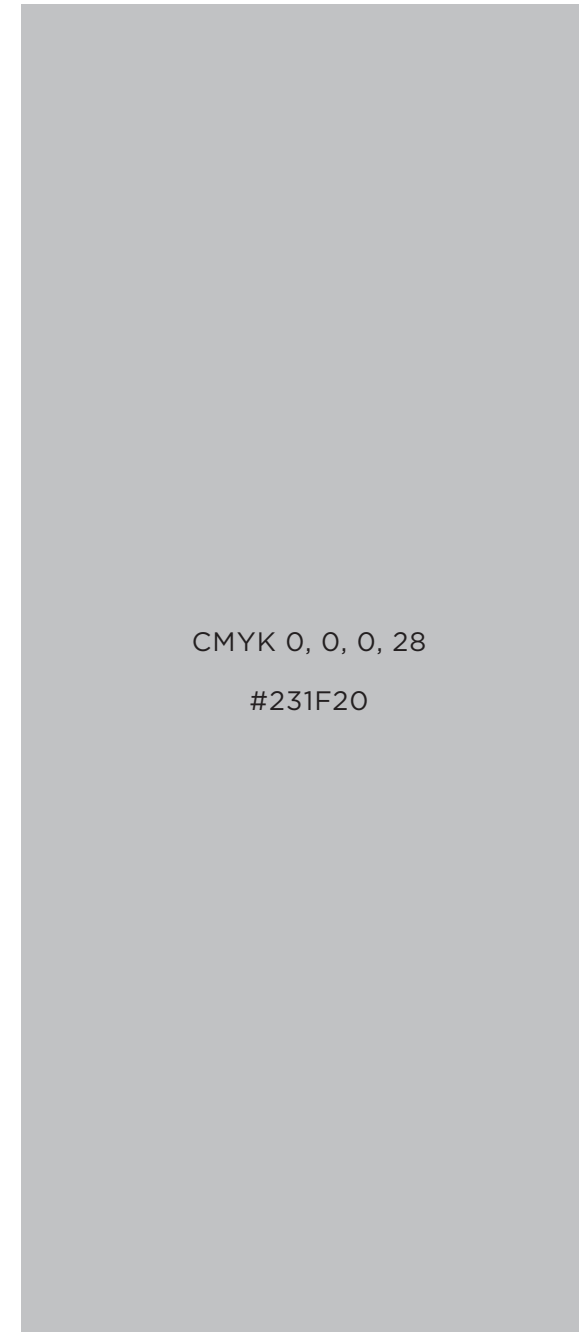
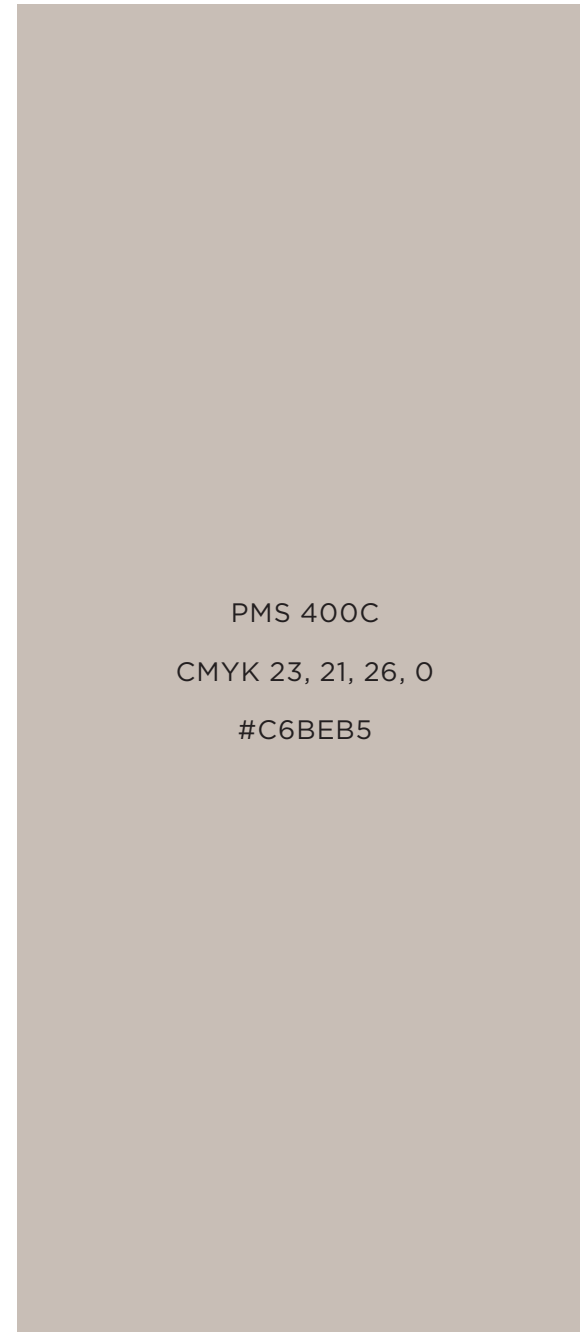
DON'T STACK

COLORS

PRIMARY



SECONDARY



TYPOGRAPHY

DIDOT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz**

ROBOTO CONDENSED FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz**

JAC

MW/MO

MO - FRENCH

CUSTOM
LOCKUP

The Art of
CUSTOM

The Art of
CUSTOM
MEN'S WEARHOUSE

The Art of
CUSTOM
Moore's

L'art du
SUR-MESURE
Moore's

CUSTOM
LOCKUPS
SECONDARY

J O S E P H  A B B O U D
C U S T O M C L O T H I N G

DESIGNED BY YOU. CRAFTED BY US.

J O S E P H  A B B O U D
V Ê T E M E N T S S U R M E S U R E

CONÇUS PAR VOUS. FABRIQUÉS PAR NOUS.

SPRING & SUMMER COLLECTION 2016
THE ISLANDS BECKON

Lightweight fabrics showcase warm weather
sophistication with elegance

[SHOP THE COLLECTION](#)

DOUBLE TAKE

The double-breasted suit is a
classic style re-tailored for
a masculine statement.

WANDERLUST

*As the weather warms, the islands beckon—Santorini, Bali, Cuba.
Clothing is lighter, with layers, textures and colors to take you
from sun-drenched days to elegant nights.*

PATTERN PLAY
LAYERS OF LIGHT

TAILOR YOUR CUSTOM LOOK
WITH OUR STYLE CONSULTANTS

DESIGN ELEMENTS

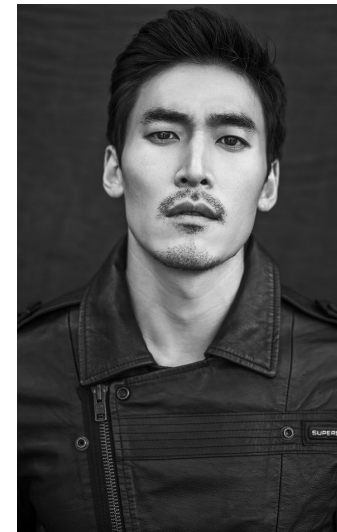


Joseph Abboud

PHOTOGRAPHY + FILM

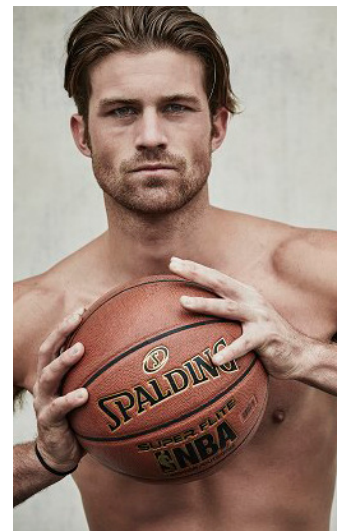
JAC:

SCULPTURED
RUGGED
INTERNATIONAL

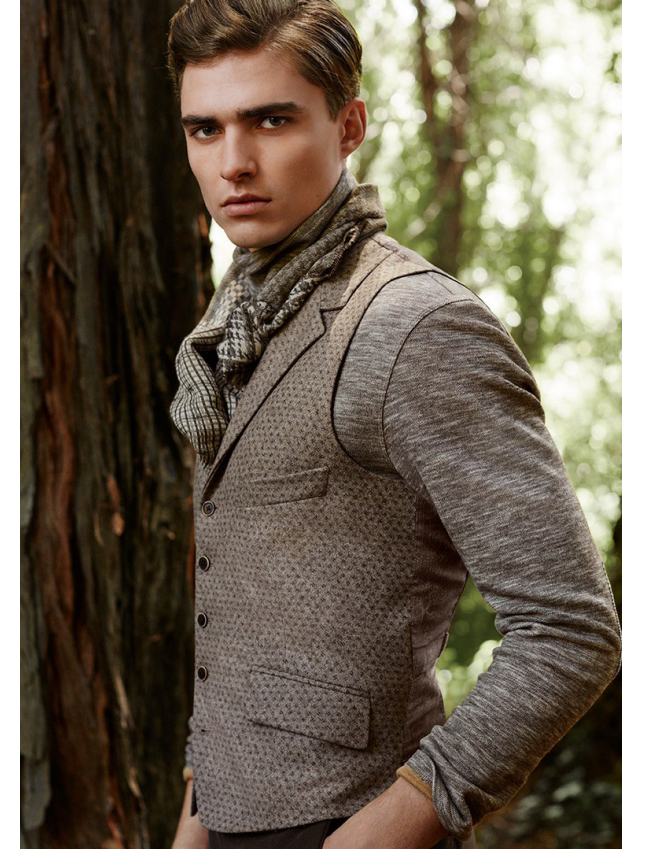


JAH:

REFINED
INTENSITY
COMMANDING



STONE ON STONE
LAYERING
DETAILS



TEXTURAL
ARTISTIC
MACROS



PORTRAIT
PURPOSEFUL
ASSURED



LOCATIONS

LANDSCAPES
TEXTURES
DESTINATIONS



HIGHLIGHTS
NATURAL
MOODY



HEROIC
NEGATIVE SPACE
ABSTRACT



OFF-CENTER
CLOSE UP
IMPERFECT



LIVING ELEMENTS
ENVIRONMENT
NATURAL ELEMENTS



EXAMPLES



*CINEMATIC
LANDSCAPE*

Vintage leather with cashmeres from Italy



COVER & THIS PAGE: VINTAGE WHISKEY DOUBLE BREASTED SHEARLING COAT, WOOLY CABLE KNIT FURTELINEX SWEATER, DARK MULESKIN COTTON PANTS



JOSEPHABBOUD.COM

JOSEPH  ABBOUD

WANDERLUST

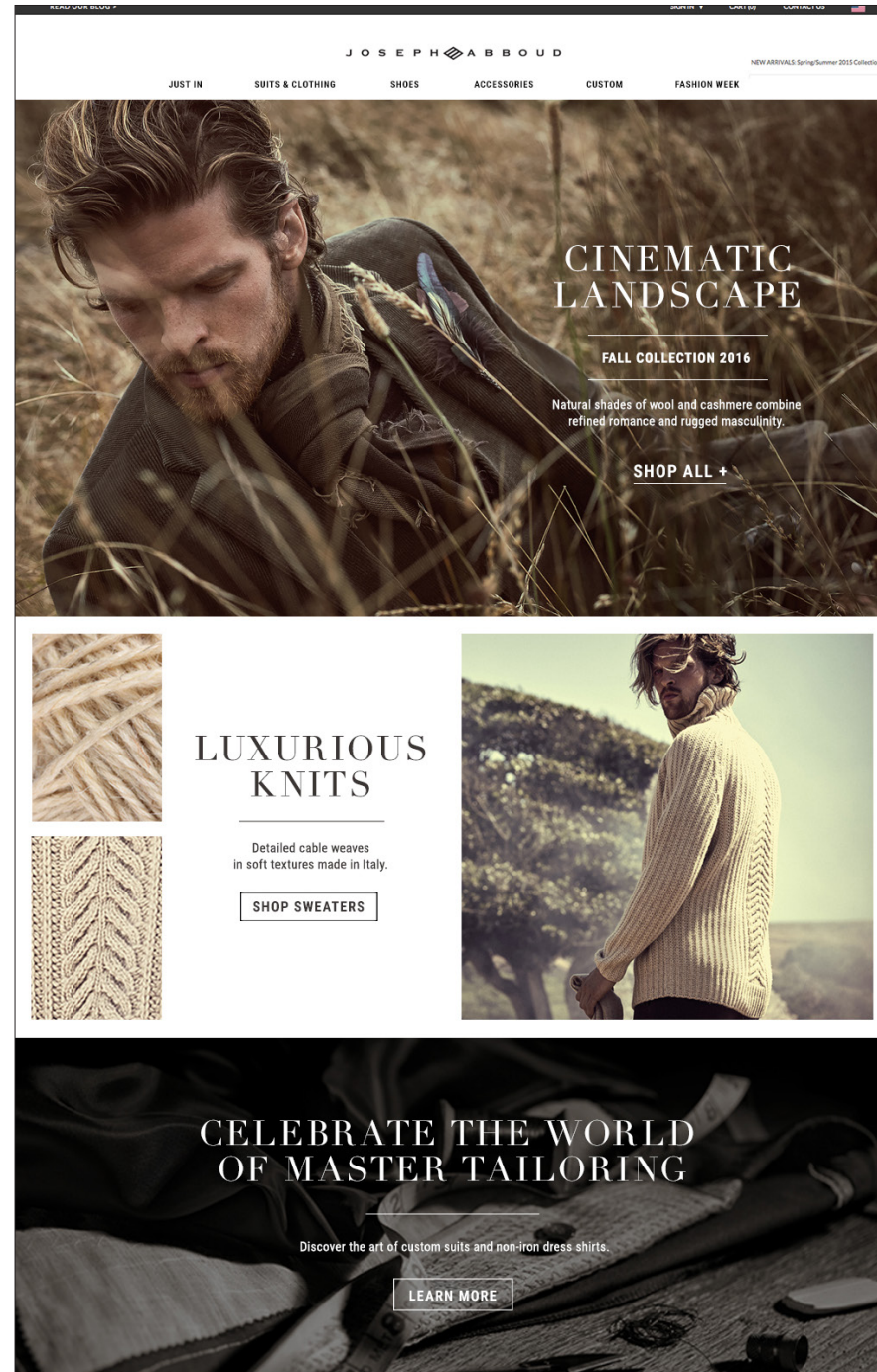
*As the weather warms, the islands beckon—
Santorini, Bali, Cuba. Clothing is lighter,
with layers, textures and colors to take you from
sun-drenched days to elegant nights.*



SAND HERRINGBONE VESTED LINEN SHIRT, TAN Pinstripe SPORT SHIRT, LIGHT AND DARK TAN PATTERNED TIE




HOMEPAGE + LANDING PAGE



JOSEPH ABBOD

JUFTN SUITS & CLOTHING SHOES ACCESSORIES


BLOG // A STYLE EVOLUTION



February 26, 2018
Fall/Winter 2018: Runway Collection
 FASHION SHOW

The Joseph Abboud Fall/Winter 2018 Collection takes to Hollywood's past—American menswear's most elegant era—and offers its glimpse into the 21st century. Channeling the effortless sartorial refinement of Hollywood's stars, this new offering shows in shades of black and grey with dramatic touches of red, celebrates the artistry of tailoring and the aspirational essence of dressing. [...]


READ MORE



January 26, 2018
American Sole
 PARTNERSHIP HIGHLIGHT


When it comes to building truly polished style, shoes are an integral component. Footwear is thereby foundational to your look and how you build your reputation as a tastemaker. Your shoes, and even the way you lace them, project a certain us, whether it be sophisticated, formal or effortlessly elegant. One suit may demand a [...]

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January 26, 2018
An Italian Original
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Aston Leather & Enduring American Quality
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Weaving the Way
 PARTNERSHIP HIGHLIGHT

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A Year in Reflection
 WORLD OF JOSEPH ABBOD

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- American Sole
- When it comes to building truly polished style, shoes are an integral [...]
- An Italian Original
- What makes fabric exceptional? Well, it's partially the quality of the wool [...]
- Aston Leather & Enduring American Quality
- When it comes to exceptional styling, as seen in a leather jacket [...]
- Weaving the Way
- I produced my first collection 30 years ago with the same passion for [...]

CATEGORIES

- GAMRINGS
- COLOR
- CRAFTSMANSHIP & DETAILS
- FASHION SHOW
- PARTNERSHIP HIGHLIGHT
- STYLE ADVICE
- WORLD OF JOSEPH ABBOD

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@josephabboud
 Designed to Inspire. Shop our fall here




JOSEPH ABBOD

JUFTN SUITS & CLOTHING SHOES ACCESSORIES

BLOG // A STYLE EVOLUTION


Weaving the Way

PARTNERSHIP HIGHLIGHT Posted On January 9, 2018



I produced my first collection 30 years ago with the same passion for quality and integrity I have today. When your brand bears your name, there is added responsibility—everything represents who you are and what you stand for. While conceptualizing the designs, I knew my choice of fabrics would be crucial. That began my journey to tour the globe for the finest materials and craftsmanship.

Some mills don't thoroughly test the fibers in the yarns, or ensure strands of yarn were packed tightly during the weaving process—issues that compromise a fabric's durability. Mills also muddled during the process to ensure color consistency. I wanted yarns that had subtle variations in depth of color to make the effect more organic—and unique.



I knew about Fero, a small mill in Italy with a reputation for innovation and exceptional fabrics. Their fabrics were far superior to what I'd been seeing. The mill was using these exquisite yarns made of natural fibers in very distinctive shades. The fabrics had a soft feel, but were substantial and draped beautifully, no matter what the weight. Fero was also able to achieve striking finishes, like blends with subtle sheen. Personally, I adore how they embrace an English sensibility—fabrics with refined textures and nuanced colors and patterns—combined with an undeniable Italian flair.

Three decades later I'm still in love with Fero. I'm proud to incorporate this legacy of luxury into my collection for an experience unlike any other.

You can find their fabrics in my newest **overcoats** and **sport coats** for the season.

◀ A YEAR IN REFLECTION ASTON LEATHER & ENDURING AMERICAN QUALITY ▶

SEARCH

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JOSEPH ABBOUD

MIDNIGHT MARITIME

The valiant double-breasted suit with iridescent patterned lining creates a slimmer silhouette.

SHOP SUITS

TWILIGHT MEETS DUSK

Waves of rich cyan intersect with tan-touched strokes in the woven windupane sport coat.

SHOP SPORT COATS

LAYERED HUES

Azure-inspired wovens add rich texture.

SHOP SHIRTS

SHOP TIES

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JOSEPH ABBOUD

INNOVATIVE DETAILS

Inspired by classic Hollywood, this exquisite jacket evokes the spirit of modern American swagger.

LIMITED EDITION JACKET

Textured wool frames expertly tailored suede accents for added dimension.

SHOP COLLECTION

Rugged versatility and sophisticated craftsmanship make this transitional piece distinctively Abboud.

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JOSEPH ABBOUD

ARTFULLY MASCULINE

Treat him with fresh top notes of grapefruit and sage, closing with smoky, woody warmth.

Shop at our Madison Ave. store.

VERSATILE ASSORTMENT

Woven from the finest European mills, our cotton dress shirts finished with elegant cufflinks are the perfect addition to his collection.

SHOP DRESS SHIRTS > SHOP CUFFLINKS >

EXCEED HIS EXPECTATIONS

Confidently selected for Father's Day, complete his look with the dynamic details he really wants.

SHOP TIES > SHOP WALLETS >

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LIMITED EDITION THE NEW CLASSICS

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