



MEN'S WEARHOUSE®

# TABLE OF CONTENTS

<b>BRAND</b> .....	<b>3</b>
Brand History .....	4
Manifesto .....	5
Positioning + Idea .....	6
Pyramid .....	7
Brand Pillars .....	8
Retail Customer .....	9
Segments .....	9
Aspirational Target .....	10
Aspirational Customer Personas .....	11
Wedding Customer .....	14
Segments .....	14
Prom Customer .....	15
Aspirational Customer Personas .....	15
<b>CREATIVE EXPRESSION</b> .....	<b>18</b>
Brand Concept, Brand Approach, Creative Strategy .....	19
<b>MESSAGING</b> .....	<b>20</b>
Strategy .....	21
Voice and Tone .....	22
Storytelling Opportunities .....	23
Experts/Influencers .....	24
Editorial examples .....	25
Promotional + Sales and Branded Terms .....	26
Do's & Don'ts .....	27
<b>IDENTITY</b> .....	<b>28</b>
Logo Usage Guidelines .....	29
Do's .....	29
Don'ts .....	30
Colors .....	31
<b>TYPOGRAPHY</b> .....	<b>32</b>
Primary Fonts .....	33
General Usage .....	34
Type Treatment Samples .....	35

<b>DESIGN ELEMENTS</b> .....	<b>36</b>
Patterns, Borders, and Rules .....	37
Shapes + Icons .....	38
Call-out / Style Tip Samples .....	39
<b>PHOTOGRAPHY + FILM</b> .....	<b>40</b>
Casting .....	41
Men .....	41
Women + Children .....	42
Styling .....	43
On-Fig .....	43
Stills .....	44
Actions .....	45
Location + Studio .....	46
Lighting .....	47
Angles .....	48
Crops .....	49
Props .....	50
<b>EXAMPLES</b> .....	<b>51</b>
Broadcast .....	52
Direct Mail .....	53
Print Ads .....	54
Store TV .....	55
Store Signage .....	56
Vinyls .....	56
Product Hangtags .....	57
Online .....	58
Homepage .....	58
Landing Page .....	59
Email .....	60
Social/Paid .....	61

BRAND

## BRAND HISTORY

---

### WHERE WE STARTED

In the early 1970s, with only a three-month lease and \$8,000 cash, our founder George Zimmer opened the first Men's Wearhouse store in Houston, Texas with his college roommates. His father, who owned a coat manufacturing business, loaned him \$100,000 worth of merchandise at cost. And with that, Zimmer opened up a shop predominantly carrying the polyester sport coats from his father's company. One store turned into twelve before Zimmer expanded beyond Texas and into the San Francisco Bay Area in 1981.

In 1992, when the store count was up to 143, the company went public, a move that has afforded us steady growth. More than just sport coats, we slowly expanded into carrying the full suit ensemble, down to the dress shoes, as well as sportswear. In 2002, the same year we launched our ecommerce site, we incorporated tuxedo rentals into nearly all stores. In 2004, we launched our Perfect Fit Loyalty Program to reward our loyal customers. In 2005, we acquired two dry cleaning chains in Houston that became MW Cleaners. In 2006, we acquired the formalwear chain After Hours, rebranded them as Men's Wearhouse and Tux, and quickly became the largest national tuxedo rental chain.

In 2008, we launched our annual National Suit Drive to help men in transition re-enter the workforce. We have since donated more than 1 million pieces of clothing.

In 2012, Joseph Abboud joined the company as Chief Creative Designer. The award-winning designer brought innovative concepts and new brands to Men's Wearhouse, including a collection of custom tailored clothing and dress shirts that started rolling out to all stores at the end of 2013.

In 2013, we also celebrated our 40th anniversary as a company and opened our New York City flagship store on Madison Avenue and 45th Street.

We now have more than 700 stores nationwide and have been named "one of the 100 Best Companies to work for" in America by *FORTUNE* Magazine 12 times.

## MANIFESTO

---

There are men out there who want more. Who want to reach higher, go farther, achieve more than they did the day before.

These men know they're good. But they aspire to be great. And they know that the right look can instantly transform how they feel.

But how does a man find this confidence? By shopping with confidence. At a place designed for the way men like to shop for clothes.

Where there's an expert tailor in every store. The top designer brands. A range of modern styles. The finest fabrics. And associates who put their heart and soul into helping men look their best.

So any man can feel confident in the clothes he wears. Anywhere. Any time. Every day.

Because when a man knows he looks his best, he feels even better.

And it all starts right here. Men's Wearhouse.

### CONFIDENCE SUPPLIERS

WE ARE CONFIDENCE SUPPLIERS.

MEN'S WEARHOUSE IS NOT SIMPLY IN  
THE BUSINESS OF SELLING SUITS, JEANS,  
SWEATERS AND SHIRTS.

WE'RE IN THE BUSINESS OF SUPPLYING  
CONFIDENCE.

### THE CONFIDENCE COMMANDMENTS

These truths are demonstrated by our entire organization, our clients, and all those who want to live a life of confidence.

1. Our confidence comes from within and is manifested on the outside.
2. We do not boast or brag. We are humble.
3. We do not change for the acceptance or the approval of others. We improve for ourselves.
4. We do not fear failure; we learn from it.
5. When asked our opinion, we give it, because we have one. But we are open to new opinions because we might learn something.
6. The only person we want to be is a better version of who we were yesterday.
7. We respect ourselves, which means having conviction in our decisions.
8. We are honest. People can trust that what comes out of our mouths means something.
9. We are just as creative, intelligent and capable as anyone else.
10. We lead by example and are unafraid to celebrate the achievements of others.

**PYRAMID**



**MEN'S WEARHOUSE®**

**BRAND IDEAS**

**CONFIDENCE  
SUPPLIERS**

**EMOTIONAL BENEFIT**

"I'm ready for just about anything."

**FUNCTIONAL BENEFIT**

We have every look, for every guy, for every occasion

**PRODUCT ATTRIBUTE**

House of Brands: Great brands, modern styles, price and service brought together in one convenient place.

**ASPIRATIONAL TARGET**

The Aspiring Man: These men want more out of their relationships, their careers, and themselves.

**PIVOTAL INSIGHT**

When men look good they feel even better and will do their best.

## PERSONAL RESONANCE

Tailoring the  
shopping experience

We are the place for men who want to easily find the clothes that make them look good.

Customers take comfort in the ease of the shopping experience and have peace of mind with the purchases they make.

## CULTURAL ROLE

Fitting into the  
menswear landscape

We are a trusted menswear expert. That means we're here to get men the styles and fits that suit them.

Customers come to depend on us as they would any tried-and-true expert in the field.

We are not a best buddy but a respected acquaintance or business partner (for example, a doctor or accountant) to whom men will return time and again when their needs dictate.

## FUNCTIONAL REWARD

Making a lasting  
impression

We deliver an experience that is tailored for men to easily look good.

This experience is created by the combination of a great online shopping experience, on-site tailors, wardrobe consultants, designer brands, and a wide selection of styles, fits, and big & tall sizes.

## EMOTIONAL RELEVANCE

Understanding our  
customers

We understand that most men hate to shop. But we get men.

With our reliable expertise, customers feel taken care of, understood, and leave feeling confident in their purchases.

## RETAIL CUSTOMER - SEGMENTS

### 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

### CARLOS BLUE “HARD HATS AND WORK BOOTS”



**Size:** 32%

**Revenue:** 26%

**48m Spend:** \$365

**Single Trans.:** 32%

**Age:** 36

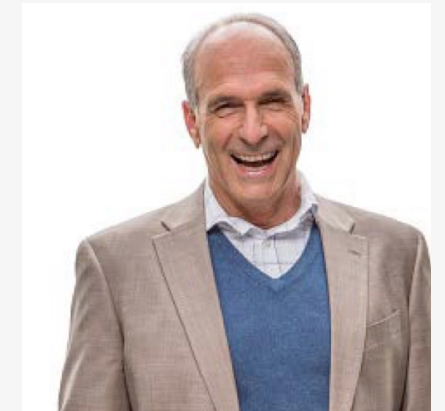
**Millennial:** 53%

**Income:** \$60K

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

**Typical purchase:** Tuxedo

### TOM EARNER “AUTUMN EARNER”



**Size:** 10%

**Revenue:** 9%

**48m Spend:** \$423

**Single Trans.:** 33%

**Age:** 67

**Millennial:** 0%

**Income:** \$67K

Older, retired or near retirement, married, single income, HS educated, Conservative Democratic leanings

**Typical purchase:** Sport Coats, slacks, outerwear

### THE ASPIRING MAN

The style-conscious modern man who wants to be his best self easily, every day and every moment, without breaking the bank. These men want more out of their relationships, their careers and themselves. They may be in a good place in their lives, but aspire to be great – they just need that extra boost of confidence.

They know what looks good; when it's them, they feel good. And feeling good about yourself is the first step in accomplishing anything.

We are their dedicated advisors and advocates, helping outfit them with confidence.

# RETAIL CUSTOMER - ASPIRATIONAL CUSTOMER PERSONAS

## Dan Driven

**Pop. Size**  
11.1M

**Avg. Age**  
25+

**Ethnicity**  
81% 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+

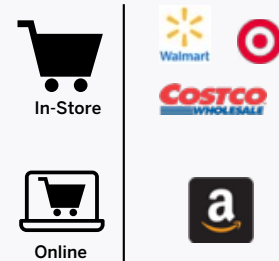
**Residence**  
Suburban Homeowner



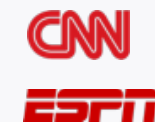
### SHOPPING BEHAVIOR

- 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

### POPULAR BRANDS



### MEDIA CONSUMPTION



### 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

### FASHION OUTLOOK

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

SIMONS REPORT: MEN'S WEARHOUSE #2; MULTI-GEN X

# RETAIL CUSTOMER - ASPIRATIONAL CUSTOMER PERSONAS

## Noel Nobel

**Pop. Size**  
6.3M

**Avg. Age**  
45+

**Ethnicity**  
85% Caucasian

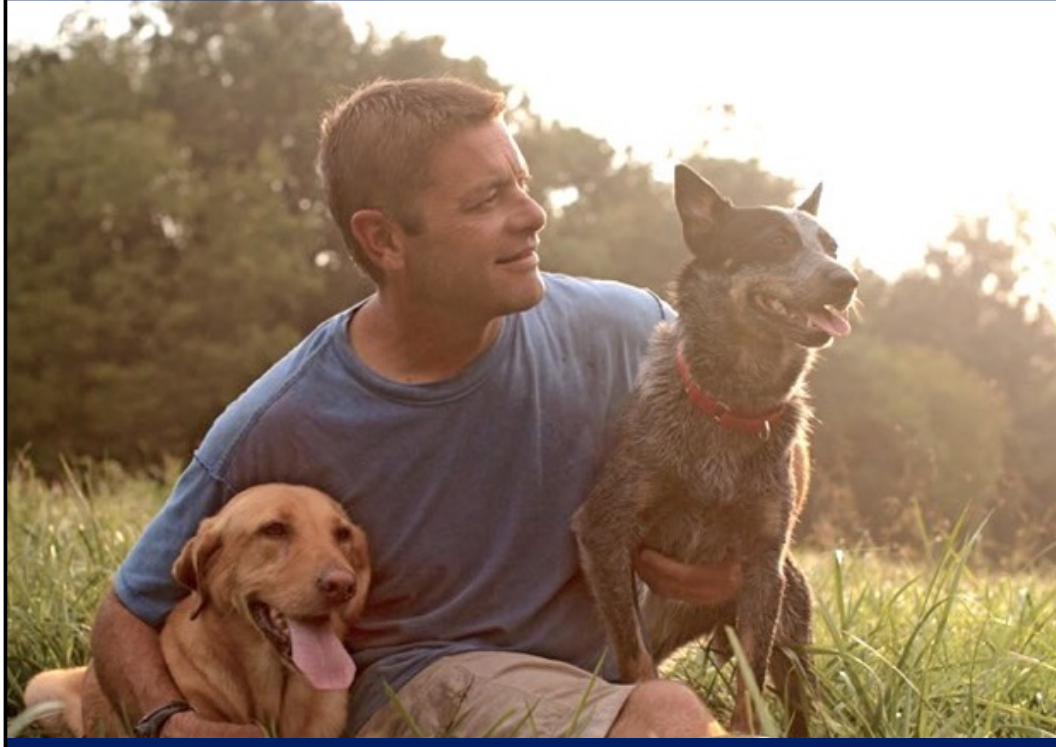
**Family Status**  
Tendency to be married, may/may not have children

**Education**  
Mix of college/vocational degree & no college

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

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

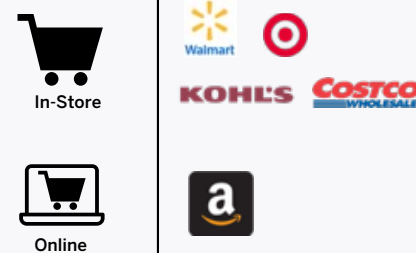
**Residence**  
Suburban Homeowner



### SHOPPING BEHAVIOR

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

### POPULAR BRANDS



### FASHION OUTLOOK

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

### MEDIA CONSUMPTION



**Money**  
**Men's Health**



**HGTV** **ANIMAL PLANET**  
**ESPN** **FOX SPORTS**  
**food**



**The Weather Channel** **PANDORA**  
**NETFLIX** **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
- Work-life balanced
- Calculated
- Altruistic

SIMONS REPORT: MEN'S WEARHOUSE #1; MULTI-GEN

# RETAIL CUSTOMER - ASPIRATIONAL CUSTOMER PERSONAS

## Oscar Outgoing

**Pop. Size**  
3.7M

**Avg. Age**  
35+

**Ethnicity**  
61% Caucasian  
31% African American

**Family Status**  
Mix of single & married

**Education**  
Mix of college/vocational/technical degree & no college

**Employment**  
Majority are employed, while one-fourth are retired

**HHI**  
Slightly less than half make \$100K+

**Residence**  
Suburban Homeowner



### SHOPPING BEHAVIOR

- Prides himself on money well-spent
- Keeps a lookout for sales, online offers & free shipping
- Active loyalty card user

### POPULAR BRANDS



### MEDIA CONSUMPTION



### DIGITAL BEHAVIOR

Digitally tied to both social media & entertainment.

### SOCIAL MEDIA

65% visit social media on a regular basis.



### HOBBIES

- Traveling
- Watching sports & TV
- Reading newspapers & magazines

### COHORT

Socialites: balanced men who pride themselves on staying busy & informed.

### ATTRIBUTES

- Avid learner
- Self-Confident
- Culturally in-tune
- Social
- Opinionated

### FASHION OUTLOOK

- Knows what he likes & dresses for himself
- Comfort and function are king
- Quality minded
- Won't buy just for the label

SIMONS REPORT: MEN'S WEARHOUSE #3; EMPTY NEST BOOMERS

# WEDDING CUSTOMER - SEGMENTS

**BRIAN  
(1%)**



**Affluent & Savvy**

**% of total base:** 1%

**Avg/Median Age:**  
37/29

**% older than 35:** 34%

**Income:** \$399,644

**Preferences:**  
Online and Social  
Highest Quality Brands

**Call outs:**  
This is the oldest segment: 27% are 46 years old and above and 19% are 56 years old and above

**STEVE  
(3%)**



**On His Way Up**

**% of total base:** 3%

**Avg/Median Age:**  
34/29

**% older than 35:** 31%

**Income:** \$220,044

**Preferences:**  
Online and Social  
Convenience is Key

**Call outs:**  
Brian and Steve are very similar, though Brian is older and more affluent

**JUSTIN  
(11%)**



**Responsible & Homey**

**% of total base:** 11%

**Avg/Median Age:**  
35/31

**% older than 35:** 36%

**Income:** \$126,308

**Preferences:**  
Online and Social  
Financially Responsible

**Call outs:**  
Justin is a home body, really wants to settle down and raise a family

**MIKE  
(33%)**



**Saving for the Future**

**% of total base:** 33%

**Avg/Median Age:**  
36/32

**% older than 35:** 38%

**Income:** \$68,558

**Preferences:**  
Online  
Aspirational

**Call outs:**  
Mike is frugal by necessity but does have ambition to grow in affluence

**EDDIE  
(34%)**



**Just Starting Off**

**% of total base:** 34%

**Avg/Median Age:**  
33/30

**% older than 35:** 24%

**Income:** \$22,148

**Preferences:**  
Online and Social  
Discounts & Coupons

**Call outs:**  
This is the youngest and most diverse segment: 67% are 18-35 years old, 11% are Hispanic and 8% are African American

**CLAY  
(19%)**



**Care Giver**

**% of total base:** 19%

**Avg/Median Age:**  
37/30

**% older than 35:** 38%

**Income:** \$30,229

**Preferences:**  
Online and Social  
Discounts & Coupons

**Call outs:**  
This is the oldest segment: 38% are over 36 years old, 12% are Hispanic and 8% are African American.  
  
7% have a parent living in the same household

# TEENS 16-18YO (PRIMARY TARGET AUDIENCE)

WHO ARE WE TALKING TO?

## WHO THEY ARE



- Online-born and mobile-formed
- Grew up with social media
- Cite YouTube as their #1 “social media platform/app”
- Want to be a part of the conversation and formation of ideas
- Aspire towards individuality vs. conformity

## WHAT THEY THINK OF PROM



- The BIGGEST event of the school year
- Prom is “Fun! Music! Food! Dancing!”, but also bittersweet and symbolic
- Once in a lifetime opportunity they would regret not going to
- While still a romantic date at its core, Prom is also a celebration of friends

## WHAT THEY THINK OF FORMALWEAR



- FIT matters the most
- Personalization is more important than trying to stand out
- Only some Teens are researching formalwear prior to coming into the stores – most rely on the in-store experience (both parents’ and sales consultant’s advice)
- Formalwear is the LAST step of the prom journey: **36% come into the store 1 week before prom (24% 2 weeks prior)**

Sources: Ipsos UU MW Prom Discovery Report; Fuse Teen Boys & Prom Marketing Report

# PARENTS (SECONDARY TARGET AUDIENCE)

WHO ARE WE TALKING TO?

## WHO THEY ARE



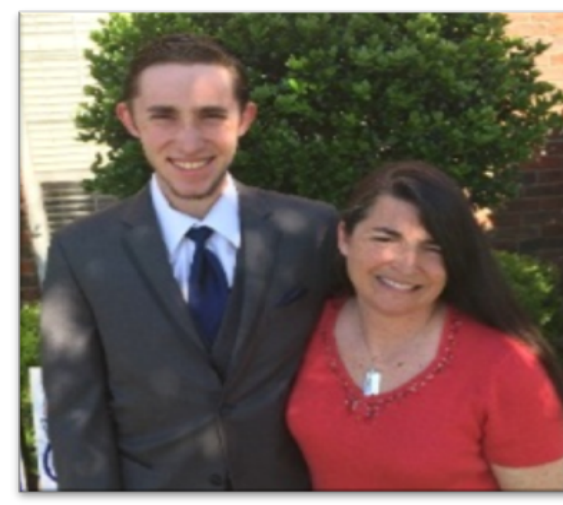
- Heavily engaged in social media – both giving and receiving support via their networks
- More so than non-parents, purchase habits are heavily influenced by Ratings & Reviews, Friends & Family, Ads
- Huge consumers of online video – specifically YouTube
- Direct Mail continues to be an effective medium to activate parents

## WHAT THEY THINK OF PROM



- Are EXTREMELY involved in their teen's Prom Journey from the very start (2-3 months prior: when Prom/ticket sales are announced)
- Involvement goes beyond the purse strings and have an active & supportive role throughout
- Has lot of sentimental value and weight (especially for moms)
- Agree that Prom is a "must do" event and is worth spending money on

## WHAT THEY THINK OF FORMALWEAR



- Seeing their sons dressed up is what they look forward to the most
- Value the time spent formalwear shopping – most moms will try to make a day of it
- Has an expectation that formalwear will be one of the post expensive aspects of prom – thus are looking for reasonable prices/deals

Sources: Ipsos UU MW Prom Discovery Report; Fuse Teen Boys & Prom Marketing Report

# HIGH SCHOOLS (TERTIARY TARGET AUDIENCE)

WHO ARE WE TALKING TO?

## LEVERS



- Kick starts the Prom Purchase Funnel for both teens and parents
- Opportunity to extend our stores' physical footprint via onsite activation and events

## BARRIERS



- Can be inaccessible and unresponsive
  - Red tape
  - Lack of resources
  - Competitive conquest
- No "one-size-fits-all" solution for access

## SOLUTION



- Programs and services that:
  - Gives back to the students & schools
  - Helps students & schools save money

Sources: Ipsos UU MW Prom Discovery Report; Fuse Teen Boys & Prom Marketing Report

# CREATIVE EXPRESSION

## CREATIVE STRATEGY

### EVERYDAY CONFIDENCE

There are no small moments in life. We believe every occasion offers men a chance to shine. At Men's Wearhouse, we provide the style authority and guidance to help them do so.

We equip men to dress and feel confident in every situation through our written and visual messaging. By paying attention to what today's men need from their clothing, we can adjust our voice and tone accordingly. When appropriate, we show men how to infuse personality into their look through practical style tips and recommendations.

In our photography and design, we strive to show men looking their best, living their life with style and confidence.

### BRAND CONCEPT:

CONTEMPORARY

### BRAND APPROACH:

STYLE  
SEASON  
PRODUCT

# MESSAGING

We focus on putting men first—by elevating the experience with designer styles, expert advice and the fits they need at prices they like. We establish ourselves as the authority in occasion wear by highlighting trends, versatility, new technology and tips. For example, we'll say, “Here’s how to wear it and when

to wear it,” qualified by a designer name or quote. Every headline should be uplifting, positive and relevant to the season and current events. The goal is to prove the value of each garment—and to put the man in the driver’s seat for the most meaningful moments of his life.

### ATTRIBUTES:

TRUSTED EXPERT  
STYLE GUIDE  
INSPIRING  
FUN

### VOICE & TONE

We speak in the voice of a master stylist, supported by a design council of the industry's top men's fashion designers. We use designer spotlights and quotes to qualify looks and styling tips. We carefully curate looks that will fit men comfortably, support their personalities and be appropriate for any occasion. We guide and inspire men to express themselves. With their vision and our trusted expertise, we help men look and feel their best.

### WEDDING SHIFT:

As the authority in occasion wear, we empower and inform the groom directly—but we always do this in a way that includes the bride. With the inside scoop on the latest trends, qualified by designer looks and quotes, we give the bride and groom the confidence they need to boldly express who they are.

### PROM SHIFT:

We also speak to the prom-goer in a way that includes parents, school administrators and friends—and signals the importance of this memorable rite of passage. We position ourselves as the expert on prom styling options to support their unique personalities and act as an ally in the planning process. We purposefully downplay designer names and quotes, as they are less important to the prom customer.

## STORYTELLING OPPORTUNITIES

---

### Men's Wearhouse puts men first

- Improved shopping experience

### Designer quotes and thoughts on new collections or styling

### Events and occasions: We are the occasion-wear authority

- Holidays: Christmas Eve, Father's Day etc.
- Career: Interviews, weekdays, business, business casual etc.
- Social Events: Fantasy gaming, all sporting events, cocktail hour, BBQ, etc.

### Trends

- Technology & Performance Wear
- Wider/slimmer lapels and ties
- Colors of the season
- Double-breasted
- Slimmer fits
- Pants breaks
- Casual Monday-Sunday

**Build Brand Affinity:** Joseph Abboud, Joe, AWEARNESS/AWEAR-TECH Kenneth Cole, Calvin Klein, Vera Wang, Ralph Lauren, Ben Sherman etc.

**Custom Clothing:** Designed By You. Crafted By Us.

### Style Guides

- Anatomy
  - The Details of a Suit
  - Technology/Performance
  - Formalwear
  - Blazer vs. Sport Coat
  - Fit Guides
  - What Jean Washes to Wear When
- Versatility
  - One Suit, Five Ways
  - Suit Separates
  - Shoes (Sneakers: Suits or Shorts)
  - Scarves
  - Tie Knots
- Occasions: Black Tie to Lazy Sundays (interviews, graduation etc.)
- Trends (listicles that break down the trends and how to wear them)

## EXPERTS/INFLUENCERS

---

### **PRIME EXPERT: DESIGNER**

Joseph Abboud, Calvin Klein, Vera Wang, Kenneth Cole

### **SECONDARY EXPERT: EDITOR**

Editors from fashion publications and websites (GQ and Esquire)

### **INFLUENCERS:**

Celebrities + Athletes

Fashion bloggers

Customer quotes/testimonials

## EDITORIAL EXAMPLES

---

### RETAIL:

**Subject Line:** Style, Defined: An Icon Returns

**Pre Header:** Distinctive and versatile, the double-breasted suit wins again and again.

**Headline:** Double Time

**Sub Head:** Trending: Classic and masculine, the double-breasted is back.

**Designer Quote:** “Opt for a peak lapel to give the illusion of a heroic, wider chest and slimmer silhouette.”—Joseph Abboud

### WEDDING:

**Subject Line:** Make a statement when you say “I do”

**Pre Header:** Show the world how YOU tuxedo.

**Headline:** Light Up the Night

**Sub Head:** Your Bold Wedding Style

**Designer Quote:** “Your wedding day is all about self-expression, so I designed my tuxes for the modern groom to accessorize with strong colors and statement pieces.”—Vera Wang

**Subject Line:** Performance meets style

**Pre Header:** Designed to work as hard as you do

**Headline:** The Survival Suit: For Life’s Adventures

**Promo:** \$199.99

### Sub Head:

- Lightweight Construction
- Camo Lining
- Wrinkle-Resistant
- Water-Repellent
- Natural Stretch Fabrics

### PROM:

**Subject Line:** Black Tie Optional: The New Way to Prom

**Pre Header:** To energize your formal look, choose a signature color.

**Headline:** The Future Belongs to Us

**Trending:** 5 Hot Hues You’ve Got to Try

**Tip:** From Jidenna to Bruno Mars, bold colors are taking center stage.

## PROMOTIONAL + SALES AND BRANDED TERMS

---

When an offer is promotional, include a preheader or subheader to add personality.

On the homepage and landing pages, all first- and second-priority offers include branded messages, but tertiary offers simply state the offer.

### EXAMPLE:

#### WALK THIS WAY

30% Off All Shoes

#### 40% OFF CLEARANCE

Layer On the Savings

### Evergreen Promos

- MW/Daily Deal
- MO/Daily Deals
- Buy 1 Get 1 FREE
- Buy 1 Get 1 50% Off
- Buy 1 Get 1 for \$100
- Flash Sale
- Extra [ ] Off
- Give One Get One

### Holidays / Events

- [Pre-Thanksgiving]

### Carve Out Some Deals

- [Post-Thanksgiving]

### Start Prepping for the Season Sale

- Prep for the Season Sale
- Take Advantage of the Weekend Sale
- Avoid the Lines: Cyber Sale Event
- 12 Days of Giftmas
- The Season's Not Over Sale

- Last-Minute Gift Ideas
- Stuff Those Stockings Sale
- Look Good for New Year's Sale Event
- Savor the Savings Clearance Event
- More For Your Buck Clearance Event
- Memorial Day Sale
- Summer Clearance
- Father's Day Sale
- Father's Day Looks
- Friends and Family 20% Off
- July 4 Event
- Great Gifting Ideas

### Branded Events

- Rock Your Blues Event
- The Art of Custom: Designed By You. Crafted By Us.
- Designer Suit Sale

### Member Programs

- Perfect Fit®
- Bonus Bucks

## DO'S & DON'TS

---

### DO

- Speak to men without alienating the wife/girlfriend/daughter shopper
- Highlight the unique and comprehensive shopping experience
- Speak to the “men first” objective
- Be clever
- Be positive
- Exude confidence and authority
- Be direct
- Be sexy
- Cater to the individual, not the masses
- Empower men to shop confidently with expert guidance and style tips

### DON'T

- Try too hard
- Be unbelievable or unachievable
- Mention Men's Wearhouse if the logo is visible
- Be too trendy, elusive or elitist
- Be overly smart
- Be snarky
- Make fun of his lack of knowledge or make him feel like he's behind the times or should already know a trend or style
  - Example: Stop Wearing Those Dad Jeans—NO
  - Example: Try Dark Wash Denim in a Modern Fit—YES

IDENTITY

## LOGO USAGE GUIDELINES - DO'S



SPACING

MEN'S WEARHOUSE®

SMALLEST SIZE FOR PRINT - 1" X 0.05"\*

MEN'S WEARHOUSE®

SMALLEST SIZE FOR ONLINE - 115 X 6 PX\*

MEN'S  
WEARHOUSE®

\*STACKED LOGO TO ONLY BE USED WHEN BELOW  
THE SMALLEST SIZE FOR PRINT OR ONLINE

## LOGO USAGE GUIDELINES - DONT'S

---

MEN'S WEARHOUSE®

DON'T ROTATE LESS THAN 90°

MEN'S WEARHOUSE®

DON'T SCALE ELEMENTS

MEN'S WEARHOUSE®

DON'T WARP

MEN'S WEARHOUSE®

DON'T APPLY FILTERS

MEN'S WEARHOUSE®

DON'T STRETCH

**MEN'S WEARHOUSE®**

DON'T CHANGE FONT

**MEN'S WEARHOUSE®**

DON'T OUTLINE

MEN'S WEARHOUSE®

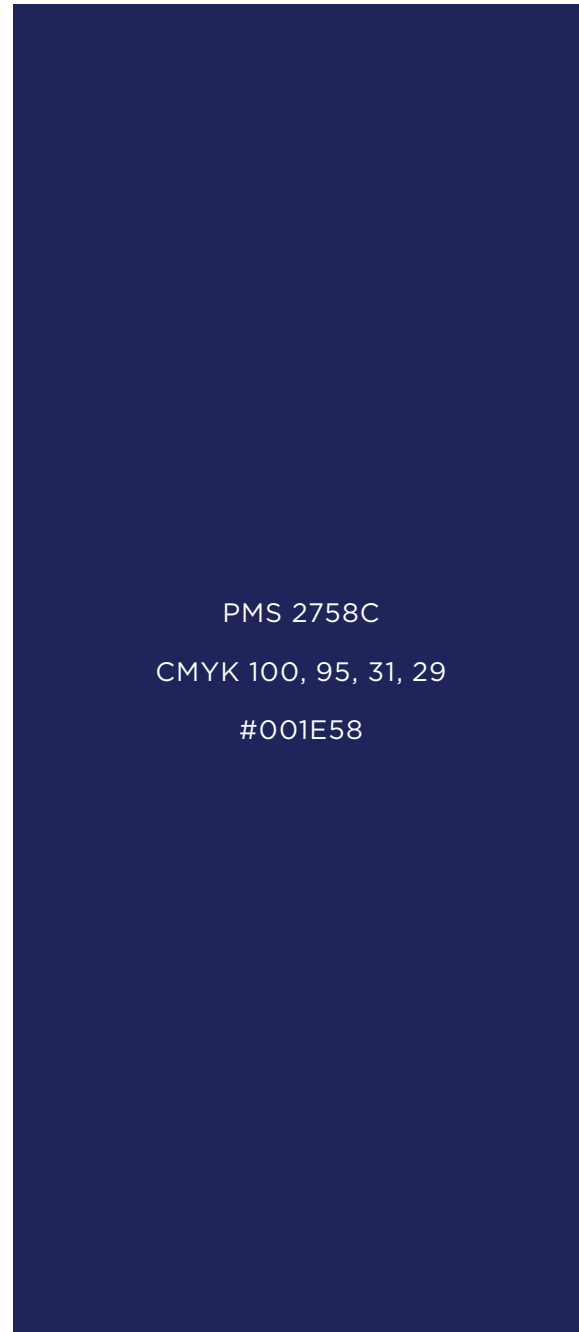
DON'T USE SECONDARY COLOR

M  
E  
N'  
S  
W  
E  
A  
R  
H  
O  
U  
S  
E®

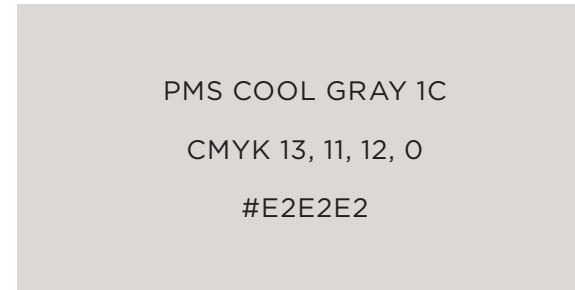
DON'T STACK

# COLORS

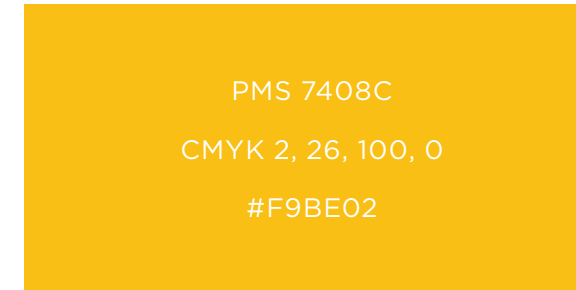
## PRIMARY



## SECONDARY



## SEASONAL SAMPLE



Seasonal colors will support and accent the navy brand color. They will be trend-forward and relevant to the current market.

# TYPOGRAPHY



## GENERAL USAGE

---

### HEADER/SUBHEAD

# HEADER / Subhead

SCOUT CONDENSED REGULAR  
ALL CAPS *or* TITLE CASE  
TRACKING: 10 pt

### BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SCOUT REGULAR  
SENTENCE CASE  
TRACKING: 10 pt

### SCOUT REGULAR

## LOREM IPSUM / Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut.

### CATEGORY TITLE

## CATEGORY TITLE

SCOUT THIN  
ALL CAPS  
TRACKING: 10 pt

### NUMBER

-----  
\$299<sup>99</sup>

SCOUT CONDENSED REGULAR  
SUPERSCRIPT: \$, %, OFF, 99  
TOP-ALIGNED  
TRACKING: 0 pt

### SCOUT CONDENSED REGULAR

\$299<sup>99</sup>

DESIGNER SUIT

HEADLINE/EDITORIAL\*

**Life,  
STYLED**

**STYLE,  
MASTERED.**

PROMO ONLY

DESIGNER  
SUITS [ **\$299<sup>99</sup>** ]

BUY 1 GET 1  
**50% OFF**

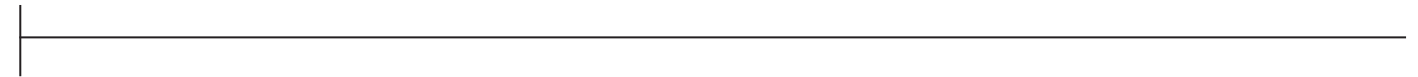
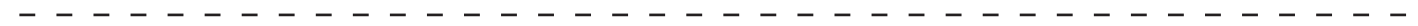
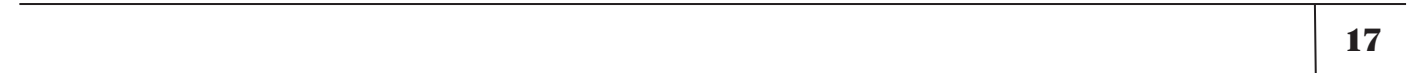
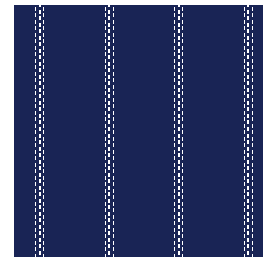
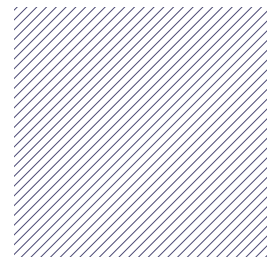
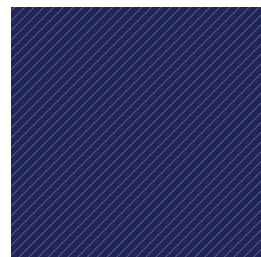
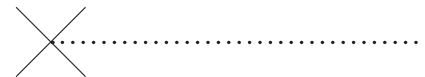
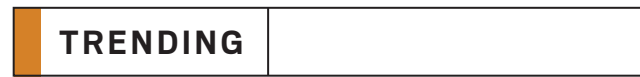
EDITORIAL EYEBROW + PROMO

*Season w/Style*  
**EXTRA 30%<sup>OFF</sup>**  
CLEARANCE

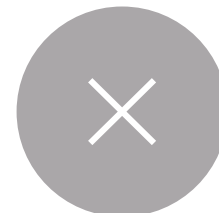
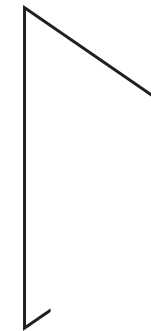
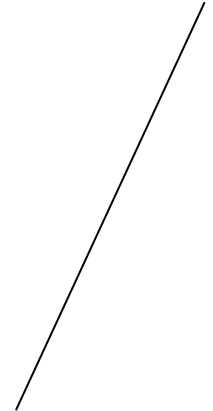
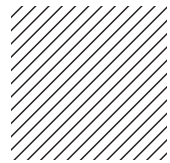
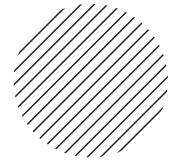
**MASTER THE GAME**  
DESIGNER SUITS | **\$299<sup>99</sup>**

# DESIGN ELEMENTS

# PATTERNS, BORDERS, AND RULES



# SHAPES + ICONS



Fall  
2018

20  
18



# STYLE TIP EXAMPLES

## STYLE TIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

## STYLE TIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

## STYLE TIP

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. QUISQUE MALESUADA.



## STYLE TIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

A.

LOREM IPSUM TWEED SPORTS JACKET BLUE/WHITE PLAID SIZE: 42L

B.



LOREM IPSUM TWEED SPORTS JACKET BLUE/WHITE PLAID

## JOSEPH ABOUD

LOREM IPSUM DOLOR SIT AMET,

CONSECTETUR ADIPISCING ELIT.

QUISQUE MALESUADA.

## JOSEPH ABOUD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

## TIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

## TIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

## ▶ JOSEPH ABOUD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

JOSEPH ABOUD  
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

## JOSEPH ABOUD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

## TIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada.

## STYLE TIP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada nibh feugiat

## JOSEPH ABOUD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada nibh feugiat

# PHOTOGRAPHY + FILM

## CASTING - MEN

---

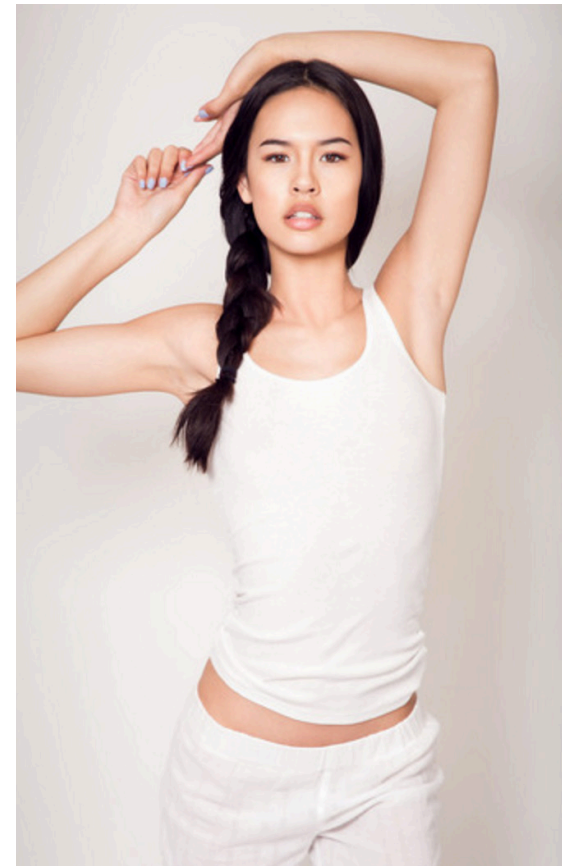
DIVERSE  
TREND FORWARD  
CHARISMATIC



## CASTING - WOMEN + CHILDREN

---

DIVERSE  
TREND FORWARD  
CHARISMATIC



The same criteria above will apply to female and child casting. However, these counterparts will take a secondary supportive role and the male will remain the hero.

## STYLING - ON-FIG

---

RELAXED  
MODERN  
UNEXPECTED



MOVEMENT  
NATURAL



# ACTIONS

ON-THE-GO  
IN THE MOMENT  
EXAGGERATED



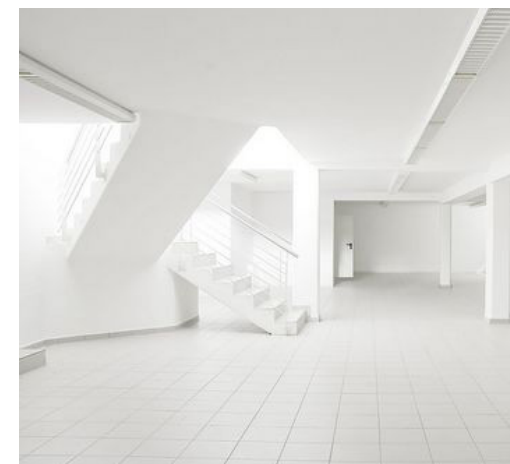
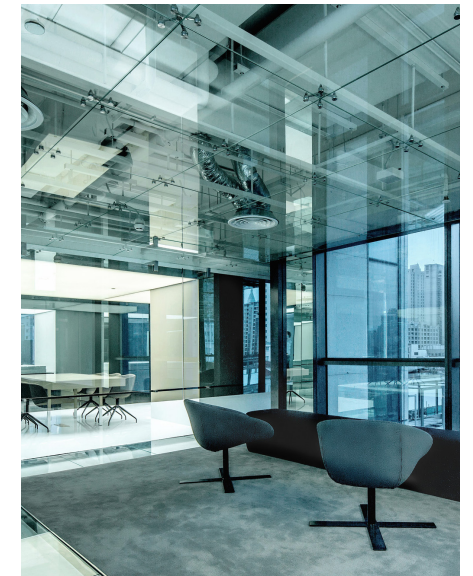
# LOCATION + STUDIO

## LOCATION

URBAN  
UNEXPECTED  
FUTURISTIC

## STUDIO

MODERN  
TONAL  
PATTERN\*



\*Pattern chosen from product or as organic element

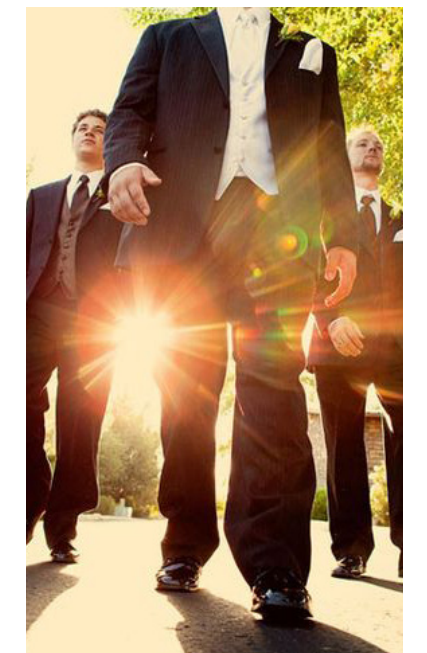
# LIGHTING

SATURATED  
TEXTURED  
CONTRAST



# ANGLES

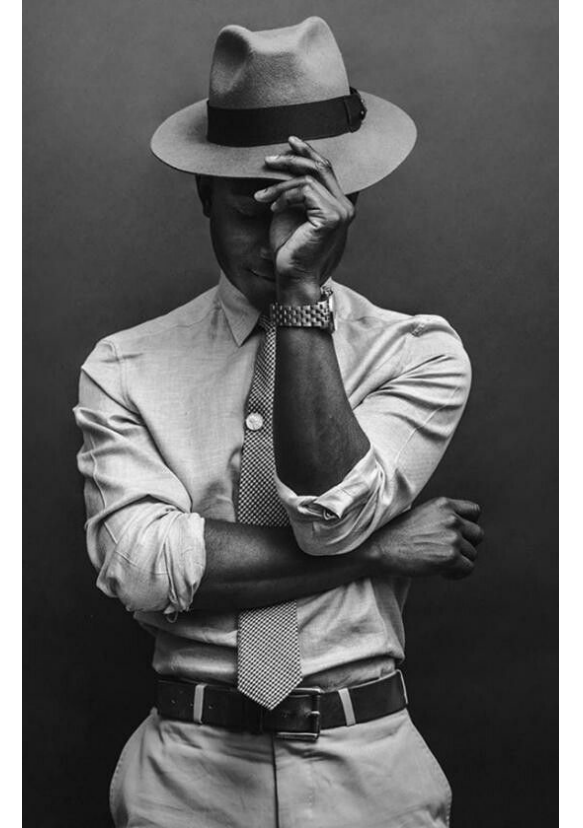
DRAMATIC  
ANGLED  
FOLLOWING ACTION



VARIED  
OFF-CENTER  
STORY-TELLING



OCCASION-BASED  
STYLISH



# EXAMPLES



# DIRECT MAIL

## RECTANGLE CUT AND FOLD

MEN'S WEARHOUSE

*the* **LOOKBOOK**

EDITION #003 FALL 2017



**HOW TO KEEP YOUR COOL**

A breakdown of Kenneth Cole's Awea-Tech with 37.5 Technology

**WHAT'S NEW**

- CUSTOM BY YOU**  
When form meets function. Explore custom options at Men's Wearhouse.
- 3 STYLE TIPS TO TRY**  
A few tips and tricks to keep you looking on point.
- COMMUTING IN STYLE**  
A style guide for the modern man-to-man.
- GO MUCH MORE**

**CUSTOM BY YOU**

**THE POWER OF CHOICE**  
Choose your label and finish with a nice suit detail.

**ALL ABOUT THE DETAILS**  
Copy explaining label pocket. A button press to place your hand within view.

**MAKE IT WORK**  
Copy explaining choosing your lining and how it's an expression of you, not some disjointed, uneven vibration.

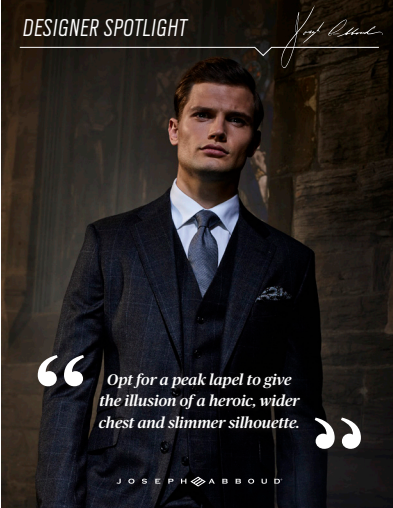
**THE PERFECT FIT**  
Line and designer attention has nothing for us when it's fit. We make you a unique look that's tailored to perfection. Line and designer attention has nothing for us when it's fit. We make you a unique look that's tailored to perfection.

**MAKE IT MEANINGFUL**  
Copy explaining personalization options: Monograms, etc. and more. Illustration, vibrant coloration.

**EPA**

**TOTALLY YOU**  
Copy explaining custom suits. Aut unique illustration.


**DESIGNER SPOTLIGHT**



*Joseph Abboud*

“Opt for a peak lapel to give the illusion of a heroic, wider chest and slimmer silhouette.”

JOSEPH ABBOUD



**IT'S YOUR PARTY**

Coordinate your colors

When else will all the people you love be in one place? Your big day is a big opportunity to include everyone—and to create some picture-perfect memories.

**EXTRA STYLE**

Because one size doesn't fit all  
Featuring sizes 38-70

**SUITS & SPORT COATS**  
UP TO 70" LONG

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eget mauris est.

**SHOES**  
UP TO 14

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eget mauris est.

**TIES**  
UP TO XL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eget mauris est.

**DRESS SHIRTS**  
UP TO 24" 36" /37"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eget mauris est.

MEN'S WEARHOUSE

1000 N. GARDEN ST. SUITE 1000  
DENVER, CO 80202

For additional store locations, visit [www.menswearhouse.com/store-locator](#)

©2017 Men's Wearhouse, Inc.  
All rights reserved. Last Name  
Address 1  
City, State, Zip+4  
Phone



**BE A PROM REP**

Earn a Free Tux Rental for Prom

\*With 5 paid tuxes/rental packages (which must include coat and pants, rental shirt, and rental tie) or suit rental packages (which must include coat and pants, rental shirt, and rental vest) ("Rental Package") chosen between (1) rental offer of one Free Rental Package, with a maximum value up to \$250.00 OR (2) rental offer of a \$400 shipping credit toward the regular price of items in a single rental purchase except shoes. Excludes sale and custom items. Fees, taxes, and additional/optional and/or rental items are extra on rental packages. Rental offer not valid on Exceptional Value and custom items. Offer may not be combined with other discounts or offers, including Perfect Fit Rewards program discount, may not be redeemed for cash, credit, and is not redeemable online. Offer does not apply to Joseph & Thomas' suit rentals. Other restrictions apply. For complete details, see store or menswearhouse.com/promrep. Offer expires 7.2.2017.





# STORE SIGNAGE



# PRODUCT HANGTAGS



# ONLINE HOMEPAGE

**MEN'S WEARHOUSE**

SUITS | CASUALWEAR | DRESS SHIRTS | BLAZERS & SPORT COATS | SHIRTS | ACCESSORIES | SHOES & TALL | SALES | SWEATWEAR

**1M PEOPLE BIKE TO WORK**  
SHOP CASUALS M-F

**WEATHER THE STORM**  
INTRODUCING AWEAR-TECH KENNETH COLE WITH TECHNOLOGY  
SHOP PERFORMANCE

**50% OFF CASUAL SHOES** | **24 HOURS OF STYLE**  
SHOP NOW

**RUNWAY INSPIRED**  
SHOP JOSEPH JOEBLOD

**COLOR ALERT**  
HIGHLIGHT OUR BEST VEGETABLE DYE OF THE SEASON  
BUY NOW

FACE CLOTHING HAS BEEN BYE-BYE SINCE 2000 BC.

COMPANY | CUSTOMER SERVICE | QUICKLINKS | SIGN UP FOR OUR MAILING LIST

**MEN'S WEARHOUSE**

SUITS | CASUALWEAR | DRESS SHIRTS | BLAZERS & SPORT COATS | SHIRTS | ACCESSORIES | SHOES & TALL | SALES | SWEATWEAR

**\$229.99 DESIGNER SUIT SALE**  
AWEARNESS Kenneth Cole, Calvin Klein, Tommy Hilf & More  
SHOP ALL

**DENIM UPGRADE: DATE NIGHT**  
50% OFF SPORTS SHIRTS +  
BUY 1 GET 1 FREE JEANS + OF EQUAL OR LESSEE VALUE  
AS SEEN IN Esquire

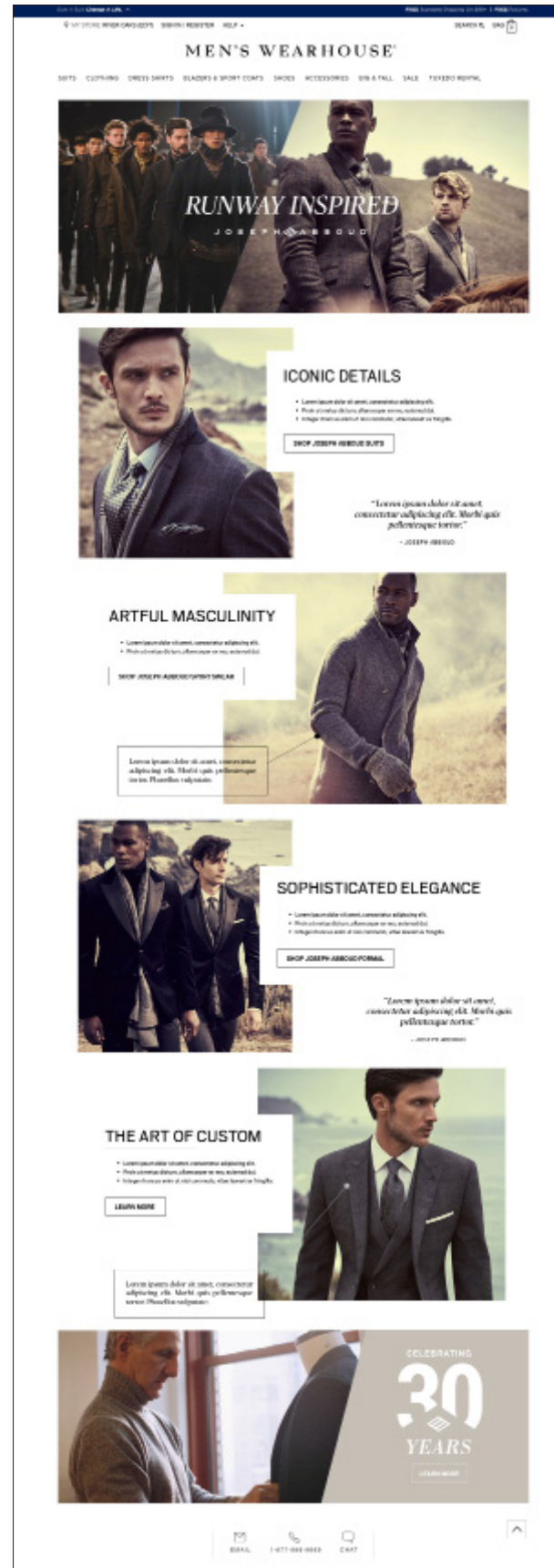
**AWEAR-TECH KENNETH COLE** 37%  
Coping speaking to how it acts like a thermostat for optimum climate control to help you perform at your best. Even in more extreme, quite real life.  
SHOP ALL

95% OF MEN THINK THEY CAN'T AFFORD A CUSTOM SUIT  
100% ACTUALLY CAN  
START HERE AT \$395

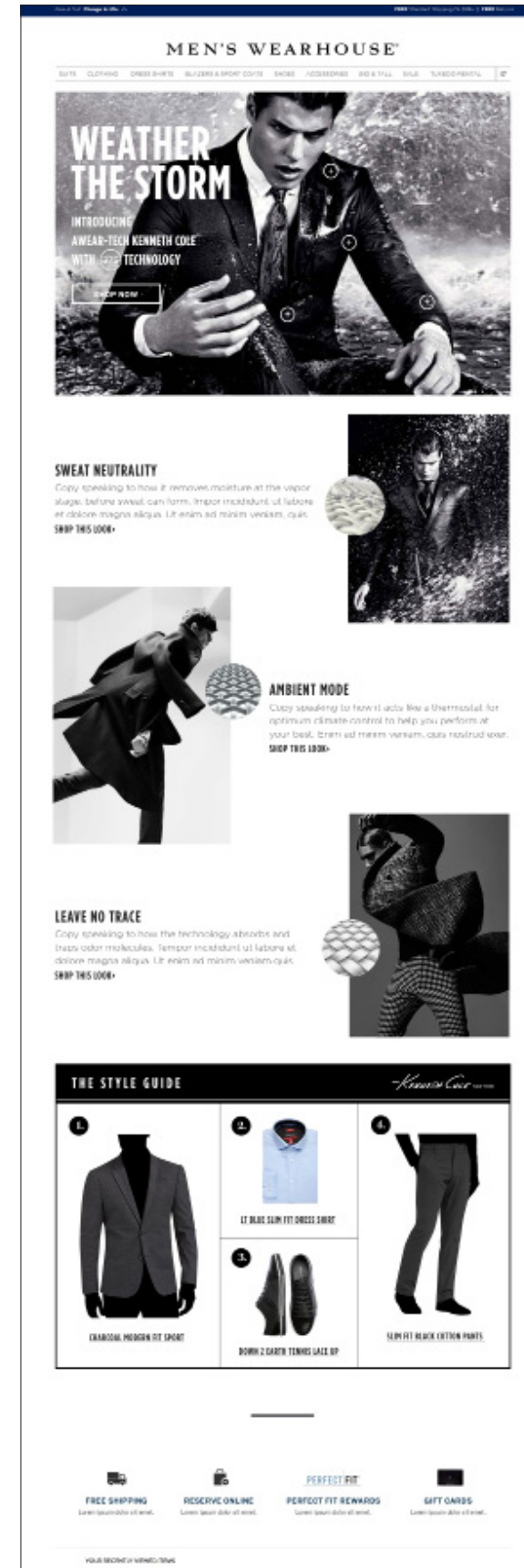
**THE ART OF CUSTOM** | **KICKIN' IT 50% OFF SHOES**  
DESIGNED BY YOU. CRAFTED BY US. CREATE YOUR LOOK +

COMPANY | CUSTOMER SERVICE | QUICKLINKS | SIGN UP FOR OUR MAILING LIST

# ONLINE LANDING PAGE



Joseph Abboud




Kenneth Cole Aweartech

FREE SHIPPING | Free Returns | Free Ship to Store See details

**MEN'S WEARHOUSE®**

PERFORMANCE Meets Style / Designed to Work as Hard as You Do




- LIGHTWEIGHT CONSTRUCTION**  
lets you move with ease
- BREATHABLE LAYERING**  
keeps you cool
- WATER-REPELLENT**  
withstands light rain and minor spills
- WRINKLE-RESISTANT**  
looks great all day
- NATURAL STRETCH FABRIC**  
for extended range of motion and comfort

**\$199.99** | **JOE SURVIVAL SUITS**  
BY JOSEPH ABBOUD

[SHOP NOW](#)

Additional charge for Big & Tall sizes & vested suits. See additional terms. Ends 4/17.

**MORE STYLES YOU MIGHT LIKE**



**PERFECT FIT®** Get discounts, exclusive offers, rewards and free shipping, and save 5% with a Perfect Fit Rewards card. [LEARN MORE](#)

Download for instant access to reward certificates, points, coupons and more. [GET THE APP](#)

**CUSTOMER SERVICE** **IN-STORE TAILORING** **STYLE CONSULTANT**


[FIND A STORE](#) [RESERVE ONLINE](#)

YOUR NEAREST STORE: 160 EL CAMINO REAL, REDWOOD CITY, CA 94063  
PHONE 650.555.1212

FREE SHIPPING | Free Returns | Free Ship to Store See details


**MEN'S WEARHOUSE®**

**GET IN STEP**  
Shoes for Every Sole




**TODAY ONLY** **50% OFF ROCKPORT**  
GET DAILY DEAL [▶](#)  
Store Coupon Below

*Ends Wednesday*



**30% OFF**  
**BELVEDERE,**  
JOSEPH ABBOUD & CALVIN KLEIN [▶](#)  
Customer Favorite!

**50% OFF**  
CONVERSE [▶](#)



**BUY 1 PAIR**  
**GET 1 50% OFF**  
INCLUDING KENNETH COLE,  
FLORSHEIM & MORE [▶](#)

Restrictions apply. See terms below.


FREE SHIPPING | Free Returns | Free Ship to Store See details

**MEN'S WEARHOUSE®**

**\$99.99**  
**SPORT COAT SALE**  
Joseph Abboud, Eterna Pleats, Tommy Hilfner & More

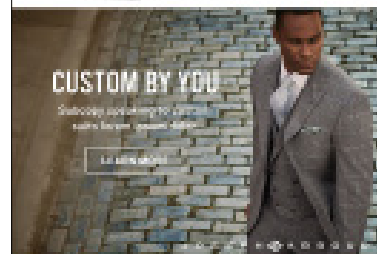
[SHOP NOW](#)

[SHOP ALL DEALS](#) [SUMMER CLEARANCE FROM UP TO 70% OFF](#)




**THE [TAILOR'S] TAKE**  
Customize your style with our award-winning alterations and alterations services.

[SHOP THIS LOOK](#)



**CUSTOM BY YOU**  
Subtle styling to your suit, pants, shirts, and more.

[LEARN MORE](#)



**EXTRA STYLE**  
Personalized style for all.

[SHOP NOW](#)

**WEAR-TECH**  
Subtle styling to your suit, pants, shirts, and more.

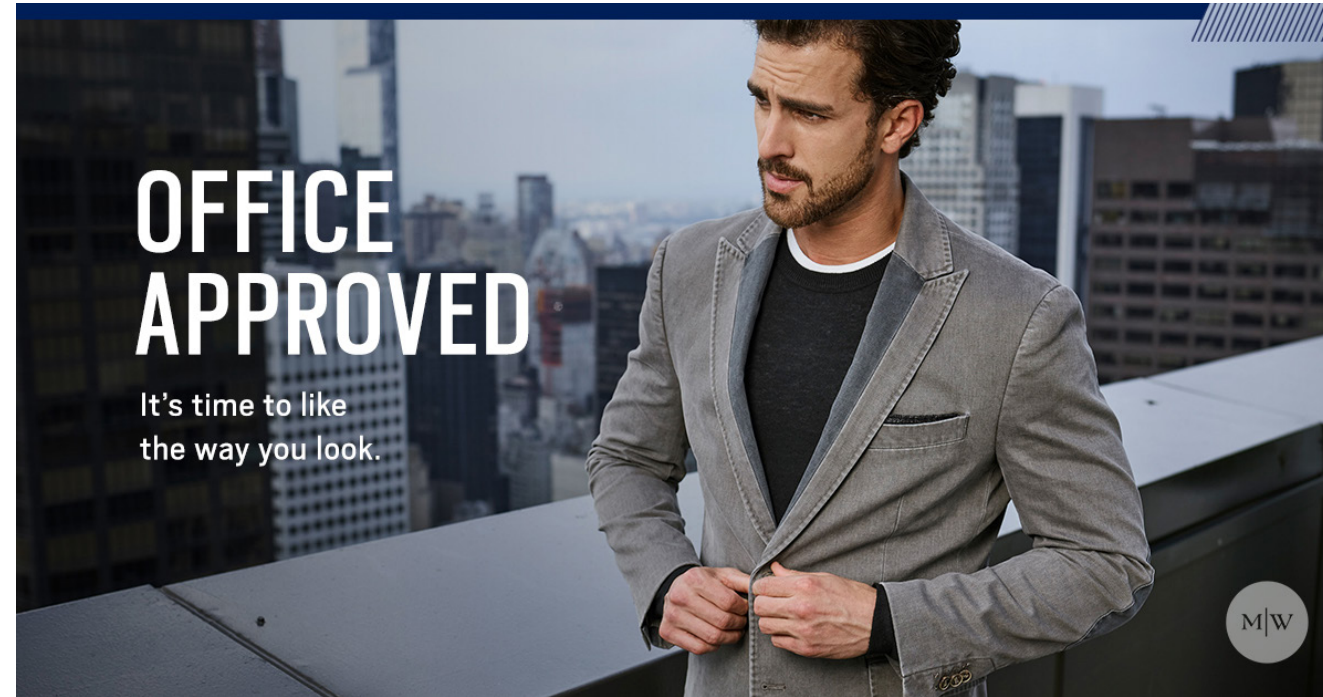
[SHOP NOW](#)

**BRANDS WE OFFER**

JOSEPH ABBOUD | CALVIN KLEIN | KENNETH COLE | TOMMY HILFNER | JOCKEY

# BANNERS

## SOCIAL MEDIA



## PAID

