

THE ENTREPRENEUR'S SUIT™



SLIM AND SHARP

They say recessions provide opportunities for those willing to take the chance and with the economy more turbulent than ever, there's no better way for entrepreneurs of this generation to step up than in the stylish new Entrepreneur's Suit from si by Studio Italia.

SI BY
STUDIO
ITALIA™

EXCLUSIVE MEDIA RELEASE

The new Entrepreneur's Suit from SI by Studio Italia features all the technical, functional, and emotional benefits of the strengthening New Luxury trend.

Marketing Director, Robert Morris, believes the reason New Luxury has gained such force is the fact that more men are seeking quality and performance in their suits, without losing style and without having to pay the hefty price tags that come with European designer suits.

"The new Entrepreneur's Suit fits into the New Luxury model perfectly. It offers a sleek, high quality design but is priced at less than half of what you'd pay for its European counterpart. Considering the current economy, the math is simple," Morris said.

The new release offers a slim cut, is made from Super 120's Australian Merino Wool, and offers an optional second pair of trousers prolonging the lifetime of the garment.

The slim cut no longer means compromising on comfort, however, with new technology allowing more flexibility and durability in the garment.

Morris said, "We've imbued all our Studio Italia products with luxury, comfort and performance. SI by Studio Italia is no different."

Morris went on to say, "it's about looking sharp and having confidence, both from the style and quality of the garment as well as wearing fine Australian Merino wool and supporting the Australian wool industry."

Entrepreneurs are renowned for being risk-takers, but this is one purchase that is no risk. It's common sense.

The Entrepreneur's Suit from SI by Studio Italia is R.R.P. \$499, with the optional extra trouser priced at R.R.P. \$159. It is available now in David Jones stores nationally as well as leading specialty stores across Australia and New Zealand.

**For stockists please contact: 1800 676 973
www.berkeleyapparel.com.au**

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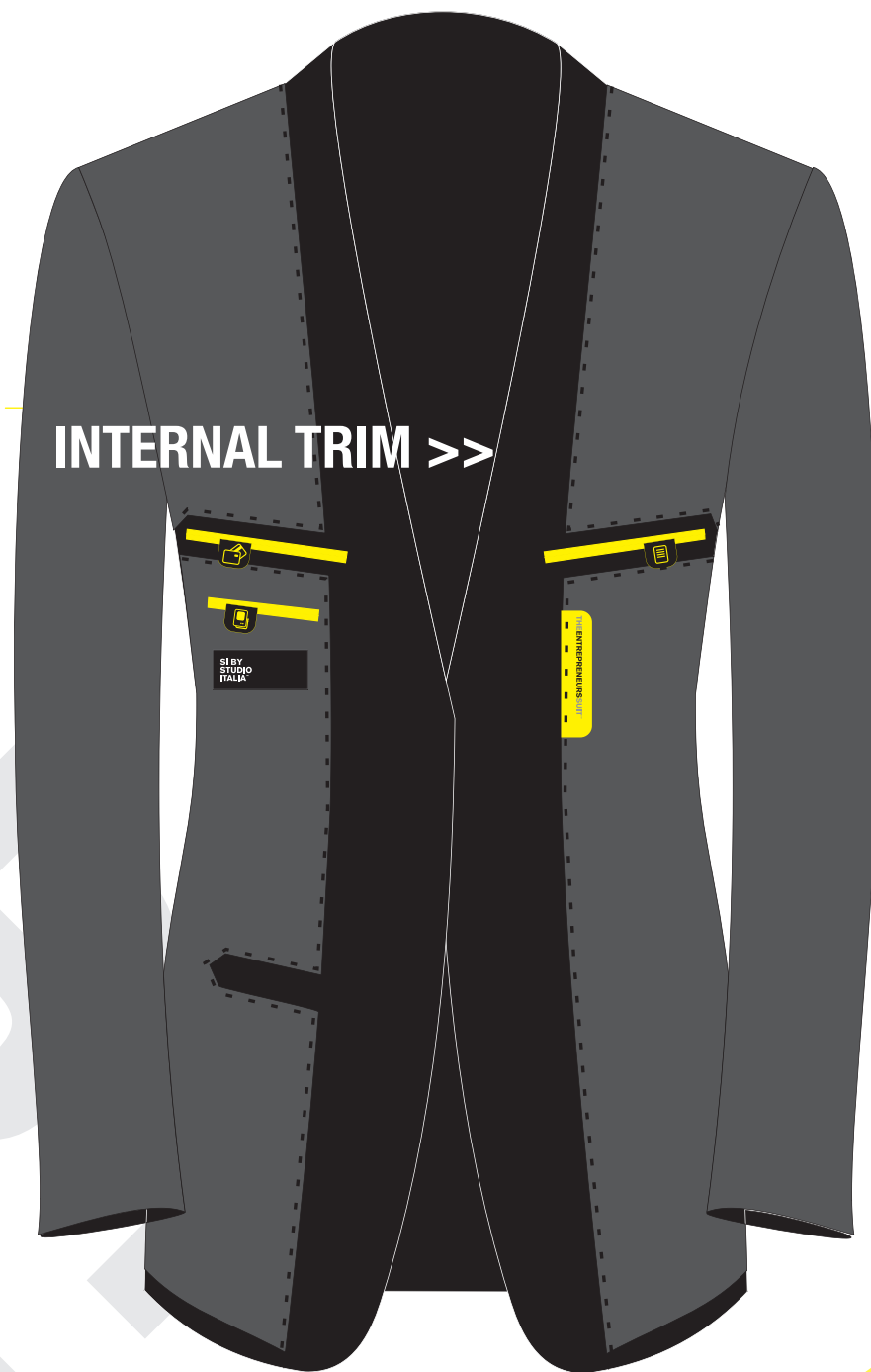


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ITALIA™



SLIM AND
SHARP



**TECHNICAL
BENEFITS**

Super 120's Australian
Merino Wool
The slim fit & quality tailoring

**FUNCTIONAL
BENEFITS**

The suit for 7 days a week
Emphasizing luxury, comfort
& performance

**EMOTIONAL
BENEFITS**

The cool factor
"I'm unique,
I'm an entrepreneur."

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