



Media Release

Socially Well Suited

It's been a long week for William Tate. Fridays at work are usually busy, and William is responsible for making sure things are wrapped up before the weekend starts.

After work drinks at the bar across the road from his building are a weekly Friday tradition for William and his colleagues. The swanky venue is all chrome and glass with views across the city. William knows he looks the part in his Studio Italia suit. "Casual Friday is dead," he thinks to himself.

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After a couple of hours of schmoozing, William says goodbye to his colleagues and catches a cab to a French restaurant around the corner. The restaurant is the pride and joy of a

fancy hotel that boasts the patronage of many high-flying society types. People go there to "be seen" and it's important to be dressed for the occasion.

William and his old university classmates meet up once a month for dinner at the most exclusive restaurants they can find. They all studied business and quality is their main concern. Money is never an issue, but value and style is.

William is up early Saturday morning to go to the races. He's looking forward to the day. He doesn't mind a punt and he and his partner, Zoe, have been invited to spend the day in the marquees. He's also looking forward to road testing his new Studio Italia suit; a dove grey number with pale blue stripes. He might even enter Fashions on the Field.

After the races, William and Zoe organise to meet friends they'd spent the day with for dinner, and catch a cab back to the city. Everyone is in their best dress, but William really looks the part. It's only fitting they dine at an establishment that matches their standard of attire.

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The food is amazing. They eat until they are full and weariness sets in. They head home, discussing the events of the day. William won big on a horse he tipped and is looking forward to purchasing another Studio Italia suit for a cousin's wedding he has coming up.

As the MD of his company, William has organised a day at the football with his colleagues. They're having a formal lunch in the ground's dining room, and then watching the game in a catered corporate box. William wears one of his dark grey Studio Italia suits with a shirt – the first button undone – and a pair of tan loafers. He looks appropriately stylish.

William has invited executives from a potential client of his company. With his confident and friendly manner, William strengthens the relationships he has with his guests, and shows his colleagues how it's done. He can tell they are impressed, but William isn't surprised. He knows it was his suit that did the job. Studio Italia really is seven-day dressing.

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