

# New Luxury Tailoring

MEDIA  
RELEASE



*“Shaped by sex  
appeal, power  
& money.”*

*Robert Morris*

THE NEW LIMITED EDITION MONEY MARKET SUIT BY STUDIO ITALIA IS SO EXCLUSIVE YOU BETTER BE QUICK TO SNAP ONE UP.

WITH A REGAL LILAC LINING, ONLY 300 OF THE SUPER 100'S AUSTRALIAN MERINO WOOL SUITS ARE BEING RELEASED IN THIS FABRIC DESIGN.

NEW LUXURY IS ABOUT MODERNITY, SUBTLETY, DETAILS AND EXCELLENT FIT. IT'S ABOUT THAT EXTRA SPECIAL QUALITY.

BERKELEY APPAREL'S MARKETING DIRECTOR, ROBERT MORRIS, BELIEVES THE INDIVIDUALLY NUMBERED MONEY MARKET SUITS WILL BRING A NEW-FOUND CONFIDENCE AND ESTEEM TO THEIR WEARER.

“IN TODAY'S FAST-MOVING WORLD, THERE'S A LOT OF EMPHASIS PLACED ON PERSONAL PRESENTATION AND THE ABILITY TO PERFORM BEYOND EXPECTATION,” MORRIS SAID.

“HAVING CONFIDENCE IN YOURSELF GIVES OTHERS REASON TO BELIEVE IN YOU.”

THE FIRST LIMITED-EDITION DESIGN IS IN STORES NOW – A PALE GREY TWO BUTTON PEAK LAPEL SUIT WITH A FLAT FRONT TROUSER – WITH ANOTHER DESIGN ON ITS WAY.



STUDIO  ITALIA  
*The Limited Edition  
MONEY MARKET SUIT™*  
*1 of 300*

## THE FACTS:

- RRP \$599
- Exclusive - only 300 made in each design
- 100% Super 100's Australian Merino Wool
- Two button peak lapel, flat front trouser
- Each suit is individually numbered

For stockist details, please contact Robert Morris [robertm@berkeleyapparel.com.au](mailto:robertm@berkeleyapparel.com.au) or Erin Lyall at [erin@berkeleyapparel.com.au](mailto:erin@berkeleyapparel.com.au)

To access any of the images in this media release, please go to <http://berkeleyapparel.com.au/press.php#>



**BUILDING  
STRONG  
BRANDS**

 BERKELEY APPAREL  
SINCE 1907