

MEDIA RELEASE  
AUTUMN/WINTER 2010

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STUDIO  ITALIA

# THE NEW GREYS

## TECHNICAL BENEFITS

Combining excellent fit and quality tailoring with performance fabrics

## FUNCTIONAL BENEFITS

Always in style and never out of place

## EMOTIONAL BENEFITS

Dressed to impress



### THE BRAND

Studio Italia  
20 Years in the making

### NEW STYLING / NEW FIT

Shoulders paired back  
Waist and hip tapered  
Trousers follow the line of the jacket  
Lean and comfortable

### NEW FABRICS

The grey family consisting of new Metallic grey, through to mid grey and the more contemporary darker greys Super 100's and 120's Australian Merino wool, designed for comfort and performance

### RRP

2 piece suits \$499  
2 trouser suits \$599

### AVAILABLE AT

All David Jones stores and selected specialty stores

### THE COMPANY

Berkeley Apparel  
Over 100 years of Tailoring tradition

BERKELEY APPAREL

For more information contact Robert Morris on 0418 326 520 or robertm@berkeleyapparel.com.au



STYLE: Manchester T20  
Ironstone (SUPER 100'S)



STYLE: Conally T87  
Orbit (SUPER 100'S)



STYLE: St. Lukes T20  
Metallic Grey (SUPER 100'S)

STYLE: Conrad T77  
Flint (SUPER 100'S)



STYLE: Conrad T77  
Pewter (SUPER 100'S)



STYLE: Conrad T77  
Dark Slate (SUPER 100'S)



20  
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