

MOSS

www.moss.co.uk

PRESS RELEASE
August 2009

MOSS SHAPES UP WITH SIZES TO SUIT ALL

Leading men's suit specialist, Moss, has seen a 20% lift in sales, following the introduction of an array of new bigger and smaller sizes in store for men of all shapes, sizes and ages.

The multi branded suit specialist, is now extending its reach of large and smaller sizes throughout all of its stores, now stocking suits from size 34 short to 54 long, shirts from 13 ½ inch to 20 inch collars and trousers from 28 short to 46 long.

The new collection also includes a new 'Back to College' range, for young men needing a suit for school or college or a first suit for job interviews and office work. Offers available with this range include two free shirts with a slim fit Ventuno 21 suit for £99 or a Dehavilland suit for £129 with two free shirts.

The small and large size range and 'Back to College' range are also available at moss.co.uk where customers are able to claim a 50% discount with a student code.

Moss, part of the long established Moss Bros Group, has 120 stores nationwide and has been selling men's branded suits since 1851.

The new sized suits, which will also include separates, include a range of different brands, colours and styles from fashion brands Ventuno 21, Blazer, Daniel Hechter, Dehavilland, Cerutti, and Savoy Tailors Guild and launches in store this August.

Senior suit buyer for the Moss Bros Group, Scott Williams, said: "We are delighted to have introduced such a vast range of sizes to fit all shapes of men in our store, in particular the 'Back to College' range which targets our younger

customers. The increase in sales proves that men are getting bigger and that there is a demand for suits for younger men and here at Moss, we are keen to accommodate that.”

Offers available to customers in store from the range include a single breasted modern classic cut Dehavilland suit in navy, grey and black stripes for £179 and a contemporary Daniel Hechter single breasted two button suit with a notch lapel for £199.

For more information, images or samples please contact Katie Locke at katiel@mossbros.co.uk or call 0207 447 7239.