

08 June 2010

Moss Bros Group plc

Go Bespoke! **Launch of Moss Bespoke**

Moss Bros Group Plc, the UK's No.1 branded suit specialist, is today pleased to announce the launch of Moss Bespoke with the opening of a flagship store on Blomfield Street, in the heart of the City of London near Liverpool Street station. Building on over 150 year's of experience Moss Bespoke will be a new concept in men's tailoring with a focus on customisation and personalisation.

Moss Bespoke tailors, will use Apple technology to capture clients' measurements, choice of cloth and finishing details to help them create their perfect suit - the experience is tailored entirely by the customer. Orders will be sent at a touch of a button directly to be made up. Customers will also be able to track the progress of their suit and reorder online, in the second phase of the launch.

Prices will be starting from £250 and range upwards to £500, with a turnaround time of four to five weeks from fitting to delivery.

Brian Brick, Chief Executive, commented:

"We are delighted to bring this new take on tailoring to the market. At the heart of Moss Bespoke is the concept of customisation that caters to a new generation of customer to suit their personality and style.

Moss Bros continue to lead the way in men's formalwear within the UK, and with Moss Bespoke we will extend our offering to our current customers and our brand and market appeal to a wide range of new customers."

Enquiries:

Moss Bros Group plc
Brian Brick Tel: +44(0)207 447 7280
Diana Whitehead

Buchanan Communications
Charles Ryland Tel: +44 (0)207 466 5000
Nicola Cronk
George Prassas

Ends

Notes to Editors:

- Moss Bespoke acknowledge and respect Savile Row Bespoke, its traditions and heritage. We do not aim to compete with it. We want to enhance, demystify and grow the interest in customised suiting.
- Moss Bespoke is part of the Moss Bros Group.
- Moss Bros Group owns several brands and fascias including Moss, Moss Bros Hire, Savoy Tailors Guild and Cecil Gee. The business also operates the UK franchise operation for Hugo Boss.
- There are over 120 Moss stores in the UK, and Moss Bros Hire departments sit within those stores.