

APPAREL AND ACCESSORIES

## Thomas Pink reacts to businessmen's style needs with shirting range

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*Thomas Pink 1984 shirt*

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By STAFF REPORTS

LVMH-owned British label Thomas Pink is launching a line of shirts suited to the businessman's varied sartorial needs.

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Featuring seven styles in different fabrics, colors, fits and price points, the new range is meant to assist men as they look to get ahead at the office. Courting the career-minded individual, Thomas Pink is promoting the collection on digital channels with a special focus on networking site LinkedIn.

### Suiting up

This shirting range is the result of two years of research into the wants and needs of businessmen.

"Our customers are movers and shakers whose high standard of dress is as strong as their work ethic," said Jonathan Heilbron, global CEO for Thomas Pink, in a statement. "From first job to CEO, our business shirting collection offers the exceptional quality and fit our customers demand in a range of prices that allows them to graduate through the brand as they progress in their careers."

Thomas Pink's The Bulldog is the range's entry-level option fashioned in a cotton pinpoint in either slim or classic fits. Retailing at \$95, the shirt features durable buttons and other reinforcing details to survive busy workdays.



*Thomas Pink Bulldog shirt worn with a suit*

The Traveller button up is coated in a protective finish that helps the collar and cuffs maintain a like-new appearance through washes. The treatment also helps the \$130 shirt resist wrinkling, eliminating the need for ironing.

The Sterling and the 1984, retailing for \$185 and \$225 respectively, both reflect Thomas Pink's design style. The 1984 honors the first shirt ever made by the brand and features a collar that can be worn with or without a tie.

For time-poor individuals, the \$225 1984 non-iron is treated to resist creases or puckering.

More luxurious options include two Imperial styles. The Imperial 170s is made of Italian two-fold 170s cotton with a hand-turned collar and a chevron split back yolk and sells for \$295.

At \$395, The Imperial 200s is crafted of Italian two-fold 200s cotton with Mother of Pearl buttons.

Consumers can buy the shirts separately or stock up with a "Business Bundle" of four styles for \$400.

Getting the word out about the collection, Thomas Pink is leveraging its cheeky brand voice on social media. Displaying phrases such as "Go ahead, feed your habit" the digital campaign uses the hashtag #OutFox, a nod to its fox mascot.

Showing its sense of humor, Thomas Pink writes of the 1984, "Made in the U.K. using Italian fabric. At least one European Union survives."



*Thomas Pink's #OutFox campaign*

Thomas Pink's 360 campaign is running in the United Kingdom, United States, India, Mexico, China and Dubai, United Arab Emirates.

In a previous campaign, Thomas Pink attached personalities to its men's dress shirt line to help consumers decide which style will suit them.

The brand created a microsite for its "Which Shirt Are You" campaign, which included video profiles of British men of varying professions, a social feed and videos detailing the different shirt designs. By focusing on the men behind the shirts, Thomas Pink was able to show the universality of its collection ([see story](#)).

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