

TRADE TALK

MAGIC in Las Vegas (continued)

Bill was particularly struck by the passion and optimism at the Las Vegas show, especially among the up and coming designers. "It was going well beyond picking up business cards and brochures," he notes. "There was a lot of handshaking and retailers putting pen to paper. I came back feeling really revitalized and encouraged about the future."

In the end, was it worth it? "Ultimately, attending a trade show is about our customer," says Bill. A struggling economy means customers need a good reason to purchase something new, and a high profile trade show connects Garvey's with the best and brightest in the industry. "We can't find any of this in a catalogue," concludes Bill. "We've got to go to the source."



We Love Mondays!

We missed you on Mondays, so starting May 1st Garvey's has resumed its Monday hours. Store hours are Monday to Wednesday 9 a.m. to 6 p.m., Thursday and Friday 9 a.m. to 7 p.m., Saturday 9 a.m. to 6 p.m. and Sunday 12 p.m. to 5 p.m. Next time you're suffering from Monday Malaise, drop by for a bit of shopping therapy!

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STORE EVENTS

Spring/Summer 2009 Events

In-Store Shoe Event

May 29th - June 7th, 2009 in Support of Soles4Souls

Come in and see the new Crosstown Collection from Allen-Edmonds.

The ultimate collection of shoes for men on the go, the Crosstown Collection unites versatile styling with a unique comfort system built directly into the shoe. The sophisticated styles easily transition from day to evening and from the office to a night on the town. Frequent travelers find the slip-on styles especially convenient because they quickly slip off and on at airport security checkpoints.

With such a wide range of features and benefits, the Crosstown Collection offers the best non-Recraftable® shoes money can buy!

Bring in your gently worn shoes during this special event and receive 10% off the purchase of a new pair of shoes.

Promotion applies to all regular priced merchandise only. See in-store for more details.

Downtown Sidewalk Sale

Thursday June 18th to Saturday June 20th

Midnight Madness

Friday July 17th

Downtown Jazz Festival

Friday August 7th to Sunday August 9th

GARVEY'S

FINE MEN'S WEAR

THE GARVEY'S REPORT - MAY 2009

TRADE TALK

MAGIC in Las Vegas



Actress Tara Reid was there. The Miami Ink guys were there. Toby Keith was there. Ozzy Osbourne's bass player was there. And so were Garvey's own Bill Townsend and Andrea Lenfesty.

No, Andrea and Bill didn't have tickets for some high profile awards show. They were first-timers at "MAGIC Marketplace," billed as the preeminent trade event in the international fashion industry and the largest apparel show in North America. Held in Las Vegas in February, MAGIC hosted more than a thousand menswear vendors, from fiercely ambitious start-ups to well-established mass market brand names. Yes, there were famous people, cocktail parties and dancing all night, if that's what you were looking for. But for Andrea and Bill, it was all about the clothes.

"It was tremendous," says Bill. "It was an excellent networking opportunity, but what made it really worthwhile was the chance to source some exciting new items not yet available in the Canadian market. We found some great stuff for Fall 09."

The show covered every perspective and body part: eyewear, hats, shirts, pants, suits, underwear, socks and shoes. "It's like taking a wide angle view on the industry," explains Bill. He sees menswear continuing in the direction of unique materials and relaxed styles, allowing men the flexibility to pair shirts and jackets with casual pants and jeans, while maintaining a put together, fashionable look.

New York was once the core of the menswear trade show circuit, but no longer. "Vendors are going elsewhere," Bill says. "The New York shows are losing energy and steam, and the regional shows are driving the industry." Two of the world's largest trade shows are in Italy and Spain, but they are most relevant for larger stores and manufacturers. "They take you all the way from buttons and thread to the finished product," explains Bill.

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GARVEY'S

FINE MEN'S WEAR

183 Lakeshore Road East. Oakville, Ontario Canada L6J 1H5

Store Hours:

Mon ~ Wed & Sat: 9:00 a.m. - 6:00 p.m. Thurs. - Fri: 9 a.m. - 7 p.m. Sun: 12 p.m. - 5 p.m.

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SPRING FEVER

Catch it at Garvey's



Spring fever has hit southern Ontario, and from the windowdressing to the in-store merchandise, it's obvious that Garvey's has got it bad.

The symptoms are classic: a good mood, positive attitude, and shift in colours and fabrics to reflect the sunny warmth of the upcoming season. It's time to lighten up. Colours are fresh and bright, with a range of shades of yellow adding an uplifting touch to neckwear, dress shirts and sportswear. Mauves, pinks, white and navy are all back. Grey makes an appearance as an interesting accent colour, paired with other, more traditional spring colours. Stripes, checks and abstract patterns in lightweight fabrics add a feeling of freedom and fun.

New to Garvey's this season is the fashion forward sport shirt collection from **Pure**. Look for interesting stitch details, contrast treatment on cuffs and collars, and a soft shirt tail designed to be worn outside pants. It's a collection that pairs perfectly with fashionable denim pants and soft jackets. The attitude is youthful, but the styling looks great on customers of all ages.

J. Campbell's sport shirts and t-shirts are another hip new look for Garvey's. These edgy shirts are made from garment washed fabrics and feature contrasting stitch details and applied graphics, some of which are abstract. The t-shirts, made from super-soft pima cotton from Peru, simply beg to be touched. J. Campbell's line is young in spirit but cut to flatter men of all ages. Expanding our collection of street-feel clothing is an exciting move for Garvey's, and one

designed to help our customers find clothes for every occasion in one location.

Whether you remember the Rolling Stones from the days before wrinkles (theirs, of course, not yours) or simply think that "retro rocks," you'll appreciate the unique collection of t-shirts that Bill Townsend, Assistant General Manager of Garvey's, booked in Las Vegas. The shirts, by Rolling Stone Black Label, feature reproduction Rolling Stone cover art and pop culture icons such as the Blues Brothers, Bob Marley, Jimi Hendrix and Barack Obama.



According to Dana Smith, owner of the **Rolling Stone Black Label** showroom in New York City's garment district and marketing director for the company, it has been an eventful two years since a group of business people approached the music behemoth Rolling Stone with a dream to use its iconic "look" in the apparel industry. Every design must be approved by Rolling Stone to ensure that it embodies the culture and aesthetic of the brand, says Smith. The result is a highly recognizable yet creative blending of fashion and music.

Since launching in 2008, the collection of premium 100 percent combed and ring-spun cotton t-shirts have proven very popular with all customers, not just the sneaker and skateboard set. We think Rolling Stone Black Label tees pair perfectly with casual cotton sport coats and denim from Agave, Bugatti and Alberto, all available at Garvey's.

This season Garvey's is also introducing a new collection of golf-inspired sportswear from **Travis Matthew**, a brand that is new to Canada and available locally only at Garvey's. A golfer himself, Travis Matthew's clothes stay true to the roots of the sport, emphasizing comfort, technical fabrics and built-in pockets for score cards, keys and a cell phone.



If you've ever lost a golf glove out of your pocket or at the bottom of your golf bag, you'll appreciate this unique touch that blends both fun and practicality: a subtle "M" logo on the back of the shorts, made from velcro, that will conveniently hold your golf glove when it's not needed. The interesting stitch treatments and uniquely configured body panels, often in contrasting colours, give the Travis Matthew collection a clean and contemporary look that is equally comfortable off the golf course. Pieces coordinate well together, which is great for the summer traveller. The collection is priced well, with shorts and knits starting at \$140.

Last spring, Garvey's first introduced a small number of golf and lifestyle pieces for women, and the positive reaction spurred us to expand our offerings for Spring 2009. Women are looking for high quality, fashionable clothing that bridges the gap between formal evening wear and casual jeans-and-t-shirt dressing. Garvey's has responded by adding women's daywear from two suppliers—**Peter Millar** and **Paul & Shark**—that have been clothing our male customers in stylish and versatile sportswear for years.



The women's pieces from Peter Millar are golf inspired knits with a nicely tailored but casual look, including shorts and skorts. Paul & Shark's women's collection is

refined and sophisticated, equally at home on the golf course or the French Riviera. The trademark navy and white colour scheme has been subtly embellished with genuine Swarovski crystal accents on the logo. The Paul & Shark women's collection includes blouses, pants, shorts and knits.

The economic forecast may be grey but the fashion forecast is calling for sunny skies. Garvey's remains committed to expanding our superior selection of fine men's (and women's) clothing and providing excellent customer service. Our staff and management are feeling hopeful and optimistic this season, and it's not just the fever talking.

I SPY



Well-respected, well-dressed Hollywood actors have casual Fridays, too. Turns out that Will Smith, Antonio Banderas, Mark Wahlberg, Samuel L. Jackson and Canadian-born Hayden Christianson have each taken a liking to Agave.

Jake Agave's luxurious, high quality denim, casual pants, tees and knits have become a personal favourite of men who want exceptional fit and no-fuss contemporary styling. Fabrics, which are often custom-created by boutique mills and sold exclusively to Agave, are made from the finest Supima cotton. The look can be dressed up or down, adding versatility and value. Garvey's Fine Menswear is proud to carry the Agave collection, including a selection of denim and knits.