



CUSTOM-MADE KNITS

J.HILBURN INC. - NOTICE

The information contained in this document contains proprietary and confidential information of J.Hilburn Inc. and is intended only for the use by J.Hilburn Inc. Stylists and employees who have been granted access to such information by J.Hilburn Inc. Any distribution, copying, duplication or disclosure of this document or any information contained therein is strictly prohibited. If you are not the intended recipient of this document, please notify Joe Dixon at Joe.Dixon@jhilburn.com.

JL KNIT MATERIALS

Knit fabrics can be made from a variety of materials; however, most are made from cotton, wool, and some synthetic fibers like polyester and nylon



Cotton

- The most common material used for knits
- Versatile – can be worn for almost any occasion and climate
- Strong, durable fiber which makes the knit more durable
- Keeps the body cooler



Wool

- Generally found in Fall/Winter fabrics
- Breathable and moisture wicking keeping the body cool
- Odor resistant keeping you fresh
- Naturally wrinkle resistant which keeps the knit presentable throughout the day while wearing



Polyester

- Artificial fiber
- Quick drying properties which make it a great choice for outdoor or sport knits
- Durable fiber
- Lightweight for an easy year-round knit
- Naturally wrinkle resistant which keeps the knit presentable throughout the day while wearing

JH OUR MILL PARTNERS

- We strive to offer the best fabrics from mills around the world
- Some of these partnerships have been a part of our business since the beginning of the company
- Most of our knit fabrics are sourced in Asia which is known for advanced production in these type of materials
- We do also have options from some Italian mill partners, mainly Reda Active, Canclini, and Ratti

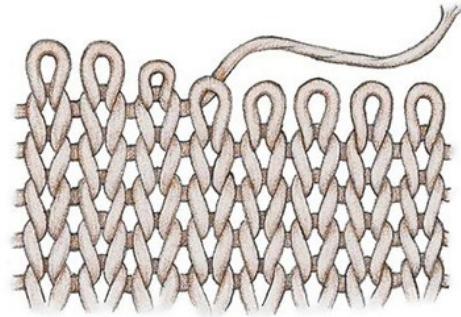
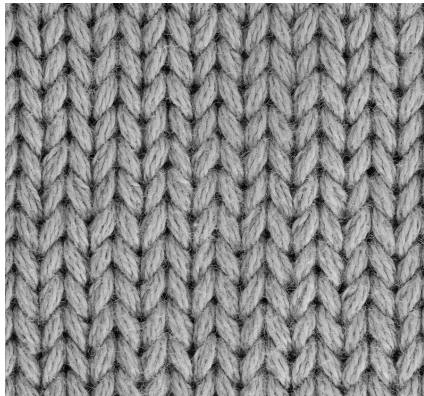
REDA ACTIVE

CANCLINI
1926
CREATING TOGETHER SIDE BY SIDE

RATTI

JL KNITS VS. WOVENS

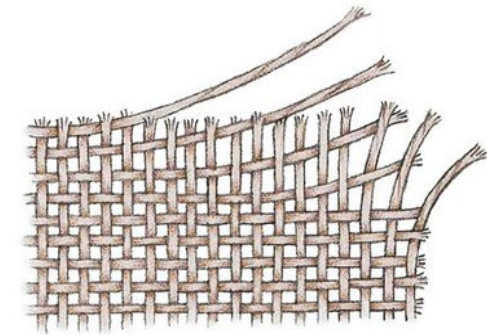
Knit Construction



knit material

- Knits are a specific type of process where interlocking loops are made of the yarn.
- This construction gives knit fabrics the soft feel and natural stretch that is comfortable to wear.
- Knits are more comfortable to wear which is a direct benefit from the knit construction.
- The open weave provides natural stretch and give so it moves with you while wearing.

Woven Construction



woven material

- Shirts are typically a woven construction where the yarns are interlaced together making the fabric much more compact and not as open, pliable as a knit construction.
- A woven shirt typically is a more complex construction, and unless it has stretch in the fabric, won't move with you as well while wearing.

KNIT COLLECTIONS

Our knit fabrics are offered in a variety of collections, mainly Essentials and Limited Edition. We recommend focusing on our Essential fabrics as you start your business and clientele. There are many qualities and options that will be covered in this presentation.

Essentials

- This collection consists of fabrics and colorways that are “essential” to a man’s wardrobe
- Can be worn year round
- Shades white, blue, grey, and some color
- Solids and classic patterns, stripes
- Can be worn for any occasion
- Always available

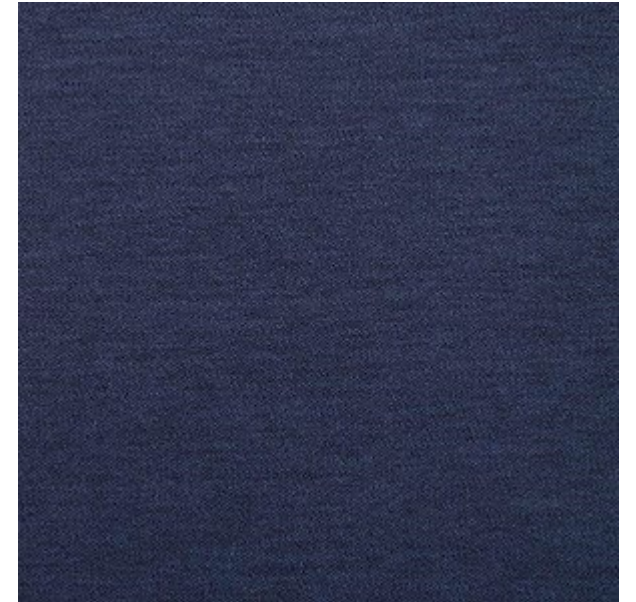
Limited Edition

- This collection consists of fabrics that are chosen as part of a seasonal collection
- Unique fabrics, patterns, colors and qualities that speak to the time of year and season
- A range of fabrics that are typically worn for Business Casual to Casual
- These fabrics are bought for a specific season and are intended to sell out

JH INTERLOCK JERSEY

Details & Benefits

- 100% Cotton
- Compact weave
- Medium Weight
- Natural stretch from the knit construction makes them easy and comfortable to wear
- Compact weave provides a smooth, polished look that can be worn in a variety of styles
- Easy care – cold water wash on delicate cycle, low heat dry



Navy Interlock Jersey – CI1

Details & Benefits

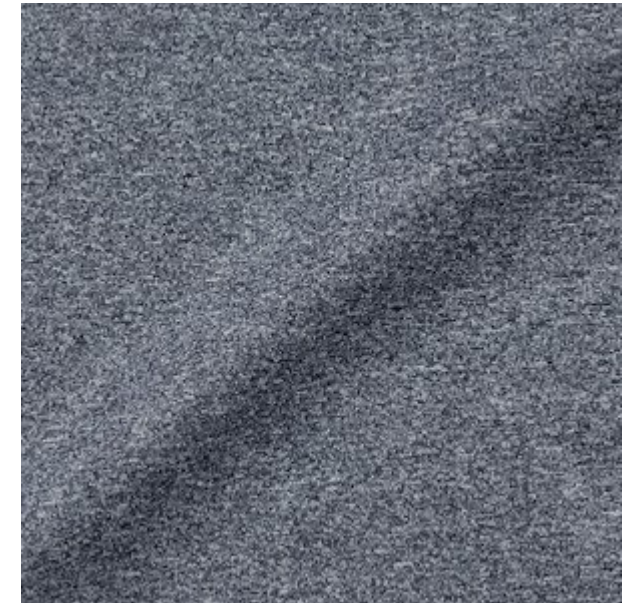
- 100% Cotton
- Pique weave – traditional knit fabrication
- Medium Weight
- Natural stretch from the knit construction makes them easy and comfortable to wear
- The pique knit is a common knit construction and style he is most likely used to from other knits he has worn
- Breathable – ideal for warmer weather
- Easy care – cold water wash on delicate cycle, low heat dry



Heather Grey Pique - PI4

Details & Benefits

- 100% Polyester
- Light Weight
- Designed for performance and active occasions
- Natural stretch from the knit construction makes them easy and comfortable to wear
- Naturally wrinkle resistant
- Moisture wicking to keep you cool in warmer weather
- Easy care – cold water wash on delicate cycle, low heat dry

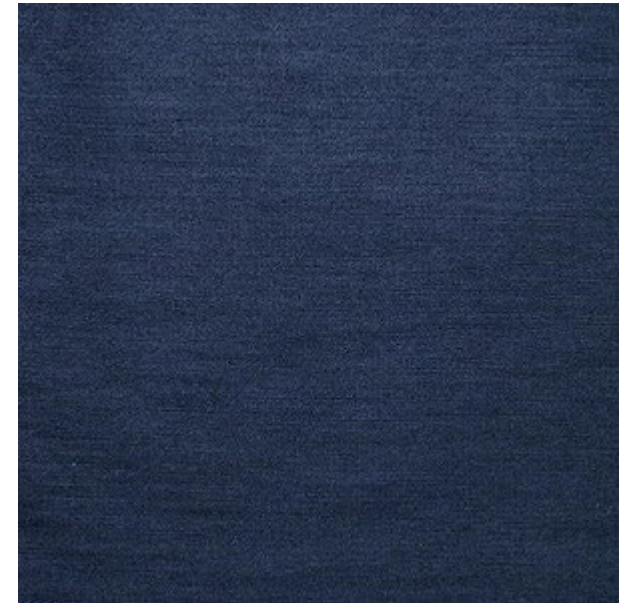


Navy Melange Tech Poly – TP2

JH REDA ACTIVE MIDWEIGHT WOOL

Details & Benefits

- 100% Merino Wool
- Medium Weight
- Natural stretch from the knit construction makes them easy and comfortable to wear
- Naturally wrinkle resistant
- Moisture wicking to keep you cool in warmer weather
- Naturally odor resistant
- Wool regulates body temperature keeping you cooler in warm weather, and warmer in cool weather
- Easy care – cold water wash on delicate cycle, hang or lay flat to dry



Navy Midweight Wool – RDM2

JH REDA ACTIVE HEAVYWEIGHT WOOL

Details & Benefits

- 100% Merino Wool
- Heavy Weight
- Natural stretch from the knit construction makes them easy and comfortable to wear
- Naturally wrinkle resistant
- Moisture wicking to keep you cool in warmer weather
- Naturally odor resistant
- Wool regulates body temperature keeping you cooler in warm weather, and warmer in cool weather
- Easy care – cold water wash on delicate cycle, hang or lay flat to dry

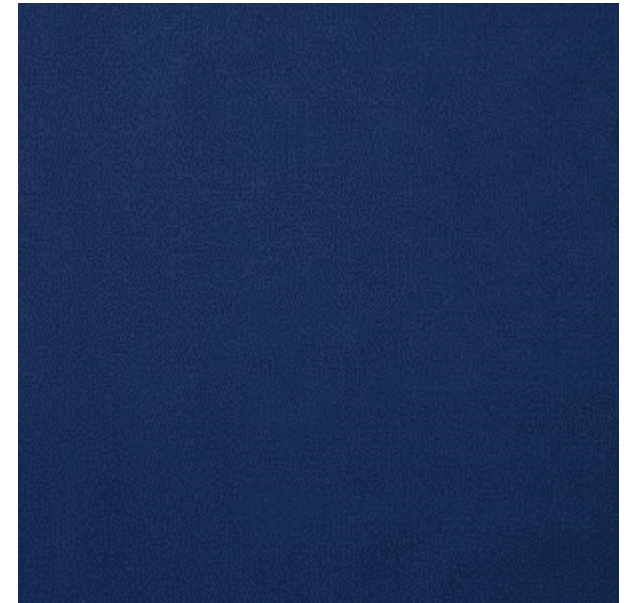


Mid Blue Wool – RD5

JH CANCLINI PERFORMANTE

Details & Benefits

- 73% Nylon 27% Elastane
- Light Weight
- Performante fabrics are light and comfortable to wear
- Some moisture wicking properties
- Naturally wrinkle resistant
- Elastane provides stretch for comfort
- Easy care – cold water wash on delicate cycle, hang or lay flat to dry



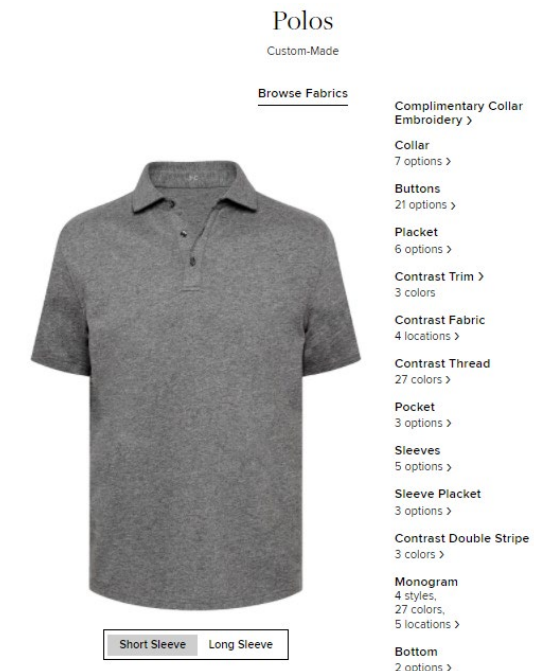
Navy Performante Solid – CA12

JH LIMITED EDITION COLLECTION

- Collection of fabrics released seasonally, Spring/Summer and Fall/Winter
- “Limited Edition” means these fabrics are meant to wear for that season and will not be available all year long
- You will find some fabric qualities that are similar, or the same as we have in our Essential Collection – but might be in colors, different patterns, or options that make them unique to that seasonal collection
 - ***For example, we have Interlock Jersey in our Essentials Collection in basic colorways – we might also have this same quality offered in seasonal colors offers for that particular time of year.***
- Details such as this will be explained in seasonal training
- We recommend to focus on our Essential Knits for a new client – this ensures the fabric will always be available. Once he has a confirmed shirt fit, Limited Edition fabrics will offer a new option for his wardrobe.

JH CUSTOM STYLE GUIDE

- A good place to learn styling options is the Custom Guide on jhilburn.com
- This is an interactive page that shows all styling options along with the choices available
- There is a wide variety of knit styles – each with their own unique style options
- Although there are many styles, its best to start with the traditional knit styles such as a Polo and Tee
- Get comfortable with this page – it will be helpful as you show Clients different style options he may like



Polos are the quintessential knit style and the best style to start with for new clients. Polos can be worn for a variety of occasions from Business Casual to Casual, and Active occasions.

Most popular Polo style options:

- **Modern Spread Collar** offers an easy styling choice as it works for most knit fabrics and works well when worn several different ways – polo only, under a sportcoat, or under a layered knit
- **3B Slim Placket** is the best option for this part of the knit as it works for any way your client wears his polo.
- **Short Sleeve** is the most popular sleeve option as most polos are worn this way – both casually and for golf or layered.
- **Long Sleeve with Plain Hem** is a good option for when the weather is colder.
- **Pockets** should follow the same rule as with Shirts, if he uses a pocket, add it. If not, skip it.
- **Even Vents on Side Seam** are the best option for the bottom hem style on a polo as it offers more movement to that part of the polo.



Modern Spread



Three Button



No Pocket



Short



Plain Hem
Long Sleeve



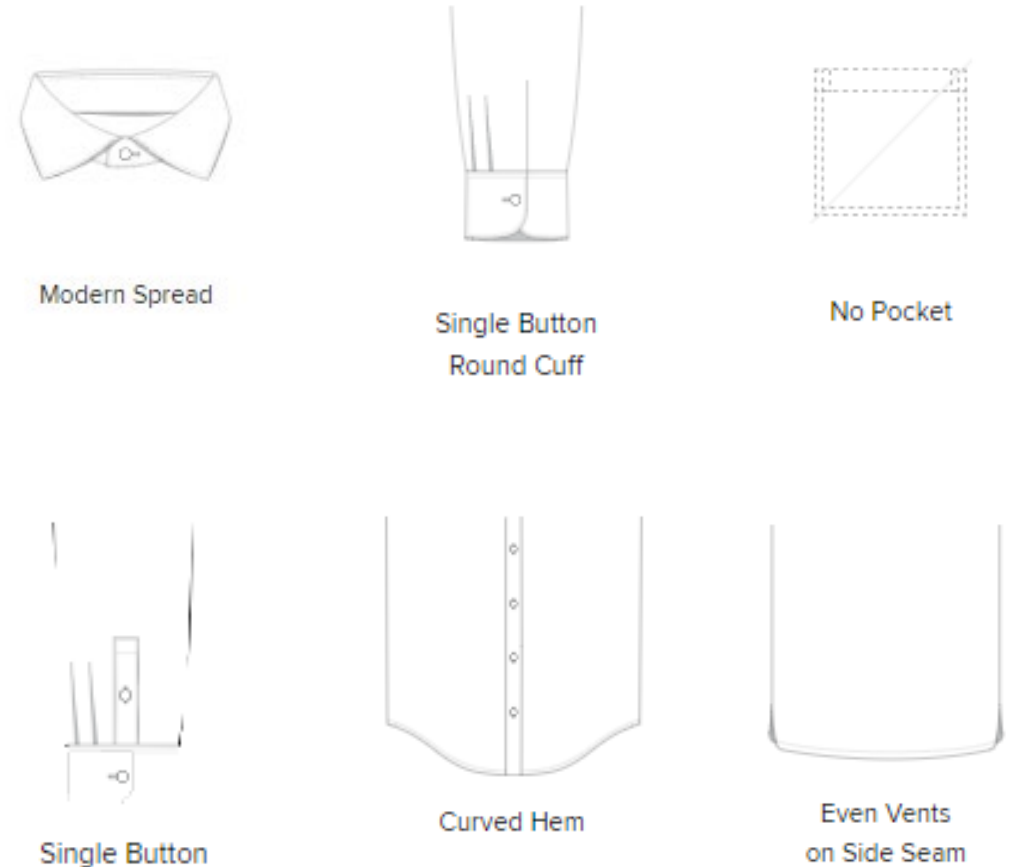
Even Vents
on Side Seam

JH SPLIT FRONT POLO

Split Front Polos are unique style of knit that resembles a shirt and can be worn in the same way. The advantage of this is the comfort of a knit in a shirt style that can be worn in a number of ways – under a suit, sportcoat, or on its own.

Most popular Split Front Polo style options:

- **Modern Spread Collar** offers an easy styling choice as it works for most knit fabrics and works well when worn several different ways – polo only, under a sportcoat, or under a layered knit
- **Split Front Placket** is the placket option to select for this style.
- **Long Sleeve** is the most common sleeve style for a Split Front Polo
- **Sleeve Cuffs** offer a shirt-style touch to the Split Front – Single Button Round is the most popular option.
- **Single Button Sleeve Placket** is the most selected option for this part of the Split Front Polo.
- **Pockets** should follow the same rule as with Shirts, if he uses a pocket, add it. If not, skip it.
- **Curved Hem** offers the shirt-style look and is the most popular option although some men prefer **Even Vents on Side Seam** for wearing untucked.



JH TEE

Tees are versatile knit styles as they offer a custom layering piece, or stand-alone style to wear casually.

Most popular Tee style options:

- **Crewneck** is the most popular neck style. However, some men prefer **V-Necks** which is why we offer both.
- **Short Sleeve** is the most common for Tees although as with Polos, **Long Sleeve** is a good option for cooler weather.
- **Pockets** – add if he uses a pocket or might prefer a pocket for aesthetic, if not then skip the pocket.
- **No Vents** is the most common bottom hem style for Tees



Crew Neck



V-Neck



No Pocket



Short



Plain Hem
Long Sleeve



No Vents

Henleys are a knit style that bridges the gap between a Polo and a Tee. This style is typically worn casually although it can be used as a layering piece under a shirt as well.

Think of styling a Henley almost exactly like a Polo with one exception, the bottom hem is most commonly a No Vent style.

Most popular Henley style options:

- **3B Slim Placket** is the best option for this part of the Henley.
- **Short Sleeve** is the most popular sleeve option as most Henleys are worn this way.
- **Long Sleeve with Plain Hem** is a good option for when the weather is colder.
- **Pockets** should follow the same rule as with Shirts, if he uses a pocket, add it. If not, skip it.
- **No Vents** is the most common bottom hem style for Henleys.



Three Buttons



No Pocket



Short



Plain Hem
Long Sleeve



No Vents

JH TURTLENECK

The Turtleneck is a style of knit that has been around for years. Typically worn in Fall/Winter months however offers a unique knit style to wear in a number of ways.

This style is offered in select fabrics only as selected by our Design and Merchandising team.

The Turtleneck styling is preset as this style does not need much variety. Roll neck, Long Sleeve, and No Vent bottom hem are the standard options for this style.



Turtleneck

Soft Grey
Wool

RD3-TNECK

JL ZIP NECK

Zip Neck styles offer a unique styling option for a knit. With three different zip options, there is a way and reason to wear each.

Polo Zip

- A version of the Polo with the placket buttons replaced by a zipper. This is a sportier option and can be seen as a modern style of polo. It is, however, very subjective and most men prefer a traditional style of polo.

Mock Zip

- This style of Zip Neck is the most popular style as it provides a layering piece to wear over another polo, shirt, or tee.
- Most men are familiar with this style and have worn something in the past.
- Available in Long Sleeve only and with the option of a regular zip or covered zip. Covered offers a cleaner look if your client prefers that.

Mock Neck Snap & Zip

- This style offers a sweater-style replacement with a particular neck closure.
- Best reserved for Fall/Winter months and in a heavier weight knit fabric.



Polo Zip

Navy
Interlock
Jersey

CI1-ZIP



Mock Zip

Storm Blue
Midweight
Wool

RDM3-ZIP



Mock Neck
Snap & Zip

Soft Grey
Wool

RD3-ZIP

JH FULL ZIP

The Full Zip offers a layering style of knit that is an ideal style for transitional weather as an outerwear-replacement.

This style is offered in select fabrics only as selected by our Design and Merchandising team.

Style options:

- **Long Sleeve** only as this is intended to be a layering piece.
- **Regular** zip front is the most common front style.
- **Covered** placket offers a cleaner styling and modern look.
- **Pockets** are optional, however recommended if your client wants a true “jacket” style feel and function. Available with or without zipper closure.



Full Zip with
Regular
Placket

Navy Wool

RD1-FLZ



Full Zip with
Covered
Placket

Navy Wool

RD1-FLZ

JL HOODIE

The Hoodie is an iconic sportswear style and offers a layering piece with an athletic look and feel.

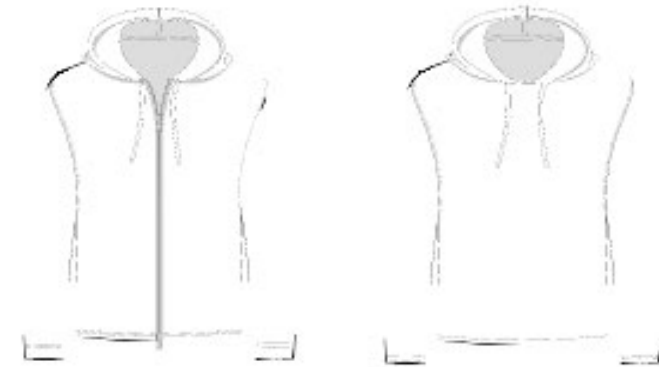
This style is offered in select fabrics only as selected by our Design and Merchandising team.

Style options:

Full Zip Placket is the most common front style although.

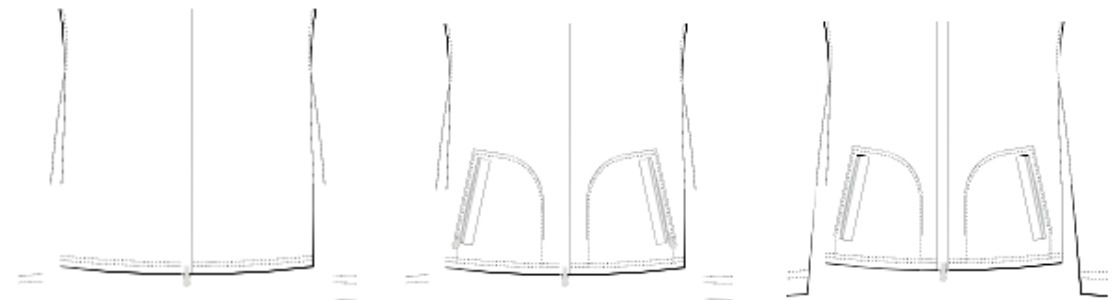
The **Pullover** style is more traditional to the history of the Hoodie and considered more casual.

Pockets are optional, however recommended if your client wants a true “jacket” style feel and function. Available with or without zipper closure.



Full Zip Placket

Pullover



No Pockets

Zip Pockets

Open Welt Pockets

JH TECH TRIM

The Tech Trim style is an add-on option for three different layering style of knits – the Mock Zip, Full Zip, and Hoodie. This is an aesthetic option that gives a casual and sporty look to each style. The trim is made in our Tech Outerwear fabric quality and offered in select colors. Each style offers its own unique take with the tech trim.

Mock Zip with Tech Trim

- A version of the Mock Zip with added Tech trim on the placket and utility pocket (optional).

Full Zip with Tech Trim

- The Full Zip knit style with added Tech trim pieces for the placket, lower pockets, and utility pocket (optional).

Hoodie with Tech Trim

- The Hoodie style with added Tech trim on the inside of the hood, along the placket, lower pockets, drawcord, and utility pocket (optional).
- This is only available with a full zip front



Mock Zip with
Tech Trim

Mid Blue Wool
(RD5-ZIPT)
with Navy
Tech Trim and
Utility Pocket



Full Zip with
Tech Trim

Former Fall
knit fabric
with Black
Tech Trim and
Utility Pocket



Hoodie with
Tech Trim

Black Wool
(RD4-HODT)
with Black
Tech Trim and
Utility Pocket

JH PERSONALIZATION

- Personalization is an area where a custom knit can become one of a kind
- Contrast Fabric, Contrast Thread, and Monograms are all areas that can be personalized on a knit – depending on the knit style selected.
- Collar Embroidery is complimentary and a trademark of a J.Hilburn Custom Knit.
- Subtle Enhancements Work Best
- A good guide is to use the styling shown on the website or in the Key Looks for guidance

JH CONTRAST FABRIC

Adding a contrast fabric can enhance the custom look of the knit. As with any option – there are subtle and bold options. Contrast fabric requires an upcharge due to the extra fabric and labor to produce this option.

Contrast Fabric options vary depending on the style of knit selected. Contrast fabrics must be selected in the same fabric quality as the knit selected. For example: an Interlock Jersey polo can only be contrasted with another color of Interlock Jersey.

Polos offer the most contrast fabric options.

- Interior Collar
- Button-Side Placket
- Entire Collar
- Entire Collar and Placket – typically used for more casual styles or golf styles polos

Zip Necks

- Interior Collar and Placket Zipper Tape – subtle enhancement that adds a pop of color to complement his look

Henleys

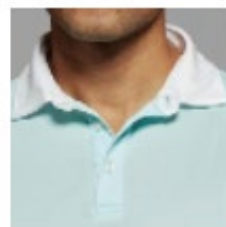
- Interior Collar
- Button-Side Placket



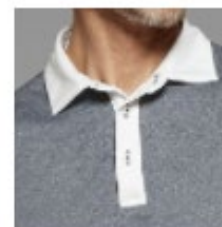
Interior Collar Band



Button-Side Placket



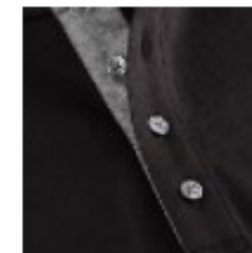
Entire Collar



Entire Collar and
Placket



Interior Collar Band



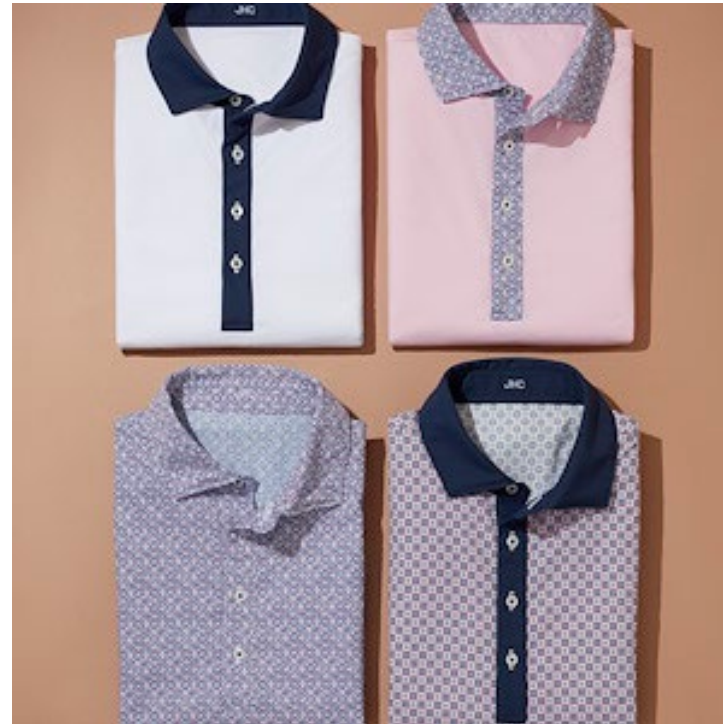
Button-Side Placket



JH CONTRAST THREAD

Contrast Thread is a popular personalization option. The same colors available for shirts are also available for knits. There are two location options and no charge for this personalization.

- **Button** thread adds the thread color selected to the button thread used to attach the button to the knit. This is the most popular contrast thread option.
- **Buttonhole** thread is a bolder option and best reserved for casual shirts or based on your Client's preference.
- When choosing thread – use the colors in the knit for guidance



			
Aqua	Black	Blue	Brown
			
Coral	Gold	Green	Grey
			
Ivory	Lavender	Lawn	Light Blue
			
Light Grey	Maroon	Navy	Olive
			
Orange	Pink	Purple	Red
			
Sage	Spice	Sunshine	Tangerine
			
Taupe	White	Yellow	

J.HILBURN INC. - NOTICE

The information contained in this document contains proprietary and confidential information of J.Hilburn Inc. and is intended only for the use by J.Hilburn Inc. Stylists and employees who have been granted access to such information by J.Hilburn Inc. Any distribution, copying, duplication or disclosure of this document or any information contained therein is strictly prohibited. If you are not the intended recipient of this document, please notify Joe Dixon at Joe.Dixon@jhilburn.com.

JH CONTRAST TRIM

Contrast Trim is a knit specific personalization that adds a colored tipping to the edge of the collar, sleeve, and placket.

This is available on select fabrics only and in three colors: White, Navy, Grey and incurs a \$10 upcharge.

Contrast trim in White, Grey, or Navy applied to the collar, placket and short sleeve hem.

Available only with select options.



J.HILBURN INC. - NOTICE

The information contained in this document contains proprietary and confidential information of J.Hilburn Inc. and is intended only for the use by J.Hilburn Inc. Stylists and employees who have been granted access to such information by J.Hilburn Inc. Any distribution, copying, duplication or disclosure of this document or any information contained therein is strictly prohibited. If you are not the intended recipient of this document, please notify Joe Dixon at Joe.Dixon@jhilburn.com.

JH MONOGRAMMING

Monograms are the ultimate sign of personalization. They can be subjective, meaning some men like to have a monogram, some don't. If your client does want a monogram, we have several styles and locations to offer. Monograms can only be placed on one location, except for the cuffs and sleeves which are allowed to both have monograms on the same knit. Adding a monogram requires a small upcharge to the price of the shirt.

- **5mm Block** is the most common style
- **Chest** or **Hem** are the most popular monogram locations.
- Choose a color that complements the knit fabric – tonal colors are more subtle, white thread is the most common



JHC	JHC	JHB	◀JHC▶
5mm Block	7mm Block	Script	Diamond
Up to five letters and/or numbers.	Up to five letters and/or numbers.	Up to five letters and/or numbers.	Must be three letters.
Monogram size: 5mm (approximately 1/5")	Monogram size: 7mm (approximately 1/4")	Monogram size: approximately 1/4"	Monogram size: approximately 1/2" at highest point

JH BUTTONS

Buttons offer another type of personalization. We offer many different types and colors of buttons. When in doubt, keep it simple.

- The most common choices are **White** or **Smoke**
- **Imitation Mother of Pearl** offers an upgraded look – thicker button and refined colors. **Cream** or **Steel** Imitation Mother of Pearl are the most popular options.
- **Sport** buttons are best used for casual shirts
- Use jhilburn.com and key looks for guidance in choosing a button

