



CUSTOM-MADE SHIRTING

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JH J.HILBURN CUSTOM SHIRT

Fabric



Construction



Styling



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JL SHIRTING MATERIALS

Shirting fabrics can be made from a variety of materials; however, most are made from cotton, linen, and sometimes wool



Cotton

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



Linen

- Generally found in Spring/Summer or warmer weather shirting
- Made from the flax plant
- Breathable and absorbent keeping the body cool



Wool

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

JH SHIRTING MATERIALS

There are also synthetic materials used for some shirt fabrics. These typically are added to provide a performance benefit to the shirt.



Polyester

- Artificial fiber
- Quick drying properties
- Durable fiber
- Naturally wrinkle resistant



Nylon

- Synthetic material
- Strong, durable fibers
- Provides elasticity and stretch
- Water resistant
- Sometimes referred to as "Polyamide"



Lycra/Elastane/Spandex

- Lycra, Elastane, and Spandex are all essentially the same type of stretch fabric
- Lycra is a brand name for the same material
- Synthetic material
- Lightweight
- Provides stretch in the fabric and garment

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
- Each mill offers a unique take on fabrics that allow us to provide variety to client's wardrobes – in both look, performance, and pricepoint



JH SHIRTING COLLECTIONS

Our shirting 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 ESSENTIAL SHIRTING COLLECTION

Our Essential Shirting Collection consists of a variety of fabrics, qualities, and patterns. This offers variety to your clients. The easiest way of understanding these fabrics is to recognize the group each fabric belongs. There are different benefits to each group depending on what your client prefers in his custom shirt.

Traditional Fabrics

Classic fabrications
that have been
mainstays in men's
wardrobes for years
Everyday wear
Durable

Performance Fabrics

Fabrics that offer an
added benefit to the
shirt so that it
“performs” well
Stretch
Easy care

Luxe Fabrics

Finer cloths that are
more special in nature
Higher quality
Not intended to be
worn everyday

Details

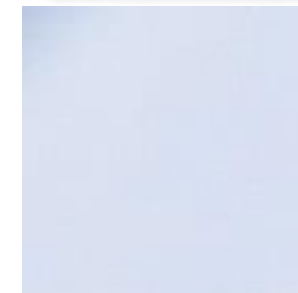
- 100% Cotton
- Medium weight
- Variety of fabric weaves

Benefits

- Duke quality fabrics are a nicer, higher quality fabric yet appropriate for everyday wear
- Higher quality yarns and double-ply for a soft hand feel and comfort while worn
- Variety of options from solids to stripes and jacquards for the Client's preferred look and occasion – wear with a suit for business, or casual pants for business casual
- Can be laundered at home or dry cleaned



White Mini Diamond
N53



Classic Blue Twill
S25

JH NON-IRON SHIRTING

Details

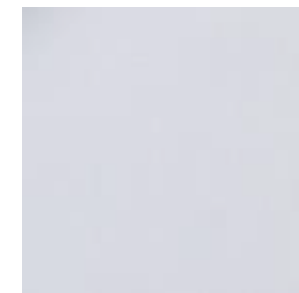
- Our Non-Iron fabrics are cotton shirts that are treated post-production with a non-iron treatment
- 100% Cotton
- Variety of weaves
- Variety of fabric qualities
- Medium weight
- All Non-Iron shirts come with grey collar embroidery for recognition in your wardrobe – good point to share with Clients who purchase

Benefits

- The treatment adds the ability for the shirt to be washed and hung or low-heat dry with no need to iron
- This non-iron treatment is a more expensive process and provides a softer hand feel and better-quality shirt than traditional non-iron fabrics in the market
- Ideal for the go-to dress shirt with easy care
- All the shirt seams are taped to prevent puckering
- Better shape and crease retention, Shrinkage control (less than 1%), Wrinkle resistance, Color retention
- Recommended to be laundered at home and not dry cleaned as the chemicals used in dry cleaning will degrade the non—iron treatment



Non-Iron Blue
Basketweave
NI63



Non-Iron White
Pinpoint Solid
NI60

THOMAS MASON JOURNEY

Details

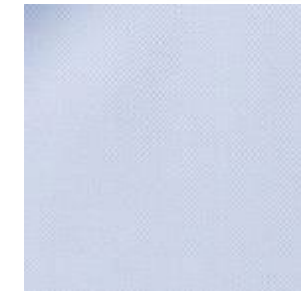
- Referred to as “Journey” which are all wrinkle resistant fabrics from Thomas Mason
- These fabrics feature an innovative anti-crease formula woven into the fabric
- 100% Cotton
- Variety of fabric types and weaves
- Variety of fabric qualities
- Light to Medium weight

Benefits

- Consistently one of our best-selling shirting fabric qualities
- The built-in wrinkle resistance provides a cleaner appearance to the shirt throughout the day
- Soft hand feel
- Refined solid and patterned fabrics that can be worn for dress, business casual, and casual looks
- Recommended to be laundered at home and not dry cleaned as the chemicals used in dry cleaning will degrade the wrinkle resistant feature
- Featured in both our Essentials and Limited Edition Collections



Wrinkle Resistant
White Journey Poplin
S72



Wrinkle Resistant
Blue Pique
S69

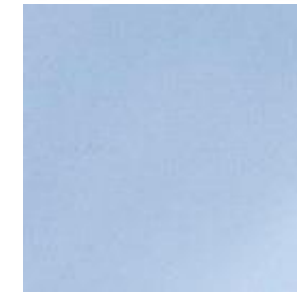
JH ALBINI COMFORT STRETCH

Details

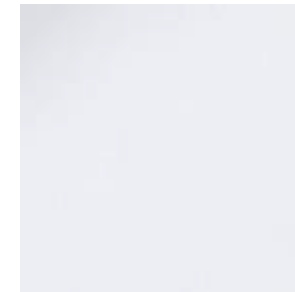
- 74% Cotton 23% Polyester 3% Elastane
- Lightweight
- Blend of cotton with Polyester and Elastane which provides the stretch

Benefits

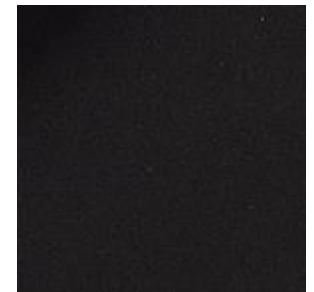
- The blend of cotton and stretch fibers produces a shirt that looks and feels like a typical dress shirt but moves and stretches with the Client when worn
- Soft hand feel from the finer yarn and twill weave
- Nice alternative fabric for a formal shirt to wear with a tuxedo



Blue Stretch Twill
X59



White Stretch Twill
X55



Black Stretch Twill
X57

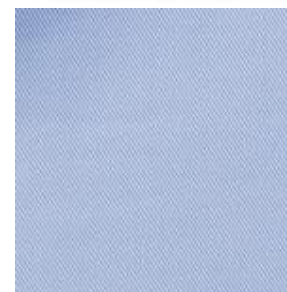
THOMAS MASON GOLDLINE GIZA 45

Details

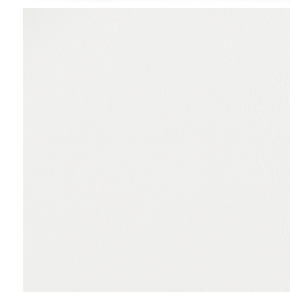
- This selection of luxury shirting is woven from premium cotton cultivated from the Giza region of Egypt which is world-renowned for some of the best cotton yarns
- Finer cloth
- 100% Cotton
- Lightweight

Benefits

- The softest hand feel of our dress shirting assortment
- Ideal for a nicer dress shirt for a special occasion or as an everyday choice for the more discerning Client
- Finer cloths are not intended to be worn every day as the fabric is not as durable as others – it's important to ensure your Client understands this



Blue Fine Twill
W45



White Fine Oxford
W41

JH LIMITED EDITION SHIRTING COLLECTION

- Collection of shirting 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 Thomas Mason Journey fabrics in our Essentials Collection in cotton – we might also have Thomas Mason Journey fabrics in a linen fabric for Spring/Summer, or flannel for Fall/Winter. All these shirts will have the wrinkle resistance that Journey offers but are seasonal fabric choices for that time of year.*
- Details such as this will be explained in seasonal training
- We recommend to focus on our Essential Shirting 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 PARTS OF A CUSTOM SHIRT



JL SHIRT STYLING

- Shirt styling can be very subjective
- There are style options for every occasion
- This depends on your Client's preference and intended wear
- There are more common options that you can rely on, or have your go-to combinations depending on the type of shirt



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
- Get comfortable with this page – it will be helpful as you show Clients different style options he may like



JH SHIRT STYLING

- Use the shirt styling shown on jhilburn.com as a guide - our Design Team have styled the shirts on jhilburn.com and in the Key Looks for you to use
- Each garment is uniquely styled based on the most popular styling and personalization options for that fabric
- Actual product images are shown so the Client can visualize the finished shirt with popular styling options



Shop Custom Guides Features J. HILBURN Become a Stylist

Shirts / Essentials Collection / White/Blue Twill Tattersall

White/Blue Twill Tattersall
\$168 / \$32 ★

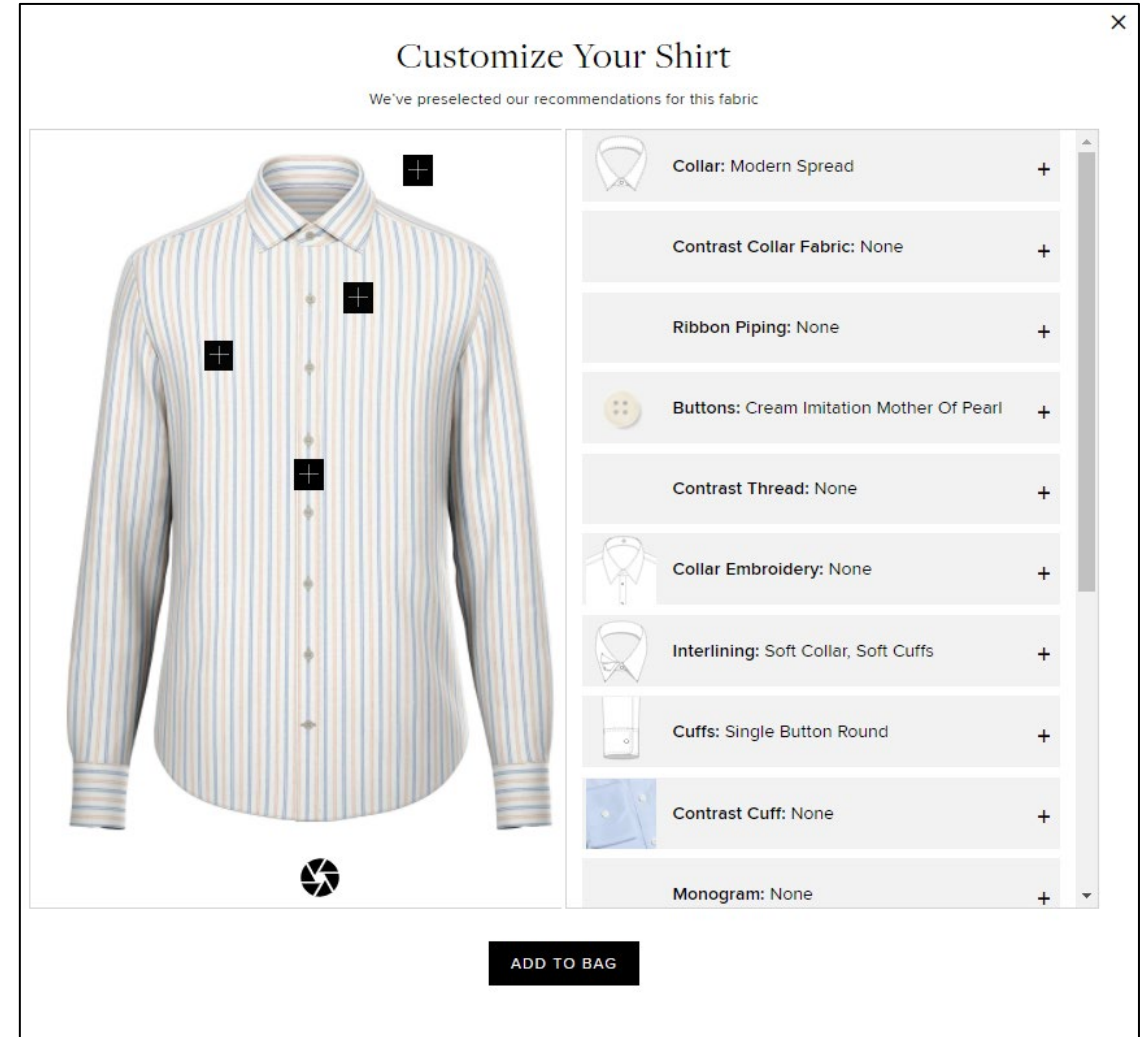
STYLING OPTIONS SHOWN

Buttons	White
Collar	Cutaway
Cuff	Single Button Mitered
Pocket	No Pocket
Front	Placket
Back	No Pleats
Interlining	Standard Collar, Standard Cuffs
Contrast Thread	Buttons
Thread Color	Light Blue

FIT
We've got your measurements on file from your last order. We'll make your new shirt to the same measurements.

JL SHIRT CONFIGURATOR

- Our new Custom Shirt Configurator allows you to select styling and view on an actual shirt.
- All styling options are available on the right although as we will show you – its best to start with our most popular (bestselling) options.



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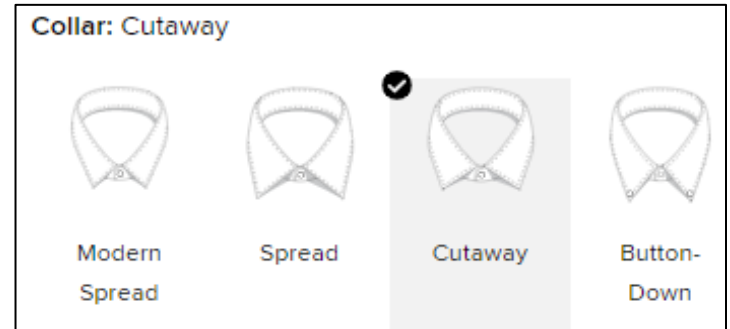
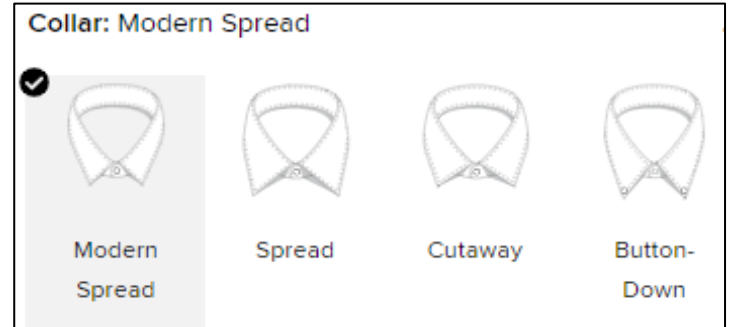
JL SHIRT COLLAR

Collar styles provide both functionality and style to the shirt. Some styles have specific uses – either size of the collar, spread of the collar, and functional uses

As a custom brand, variety in style options is essential to provide clients with the ability to build a shirt that fits his desired look

Although there are many options – there are a few collar styles that are most popular and selected for most orders – this is the best place to start:

- **Modern Spread** is a modified Spread collar with shorter collar points for a more updated look. Can be worn with or without a tie.
- **Cutaway** is a version of the Spread collar with a bit more space for a tie and shorter collar points. Can be worn with or without a tie.
- **Button-Down** is a more casual collar option that fastens the collar points to the shirt and typically not worn with a tie.



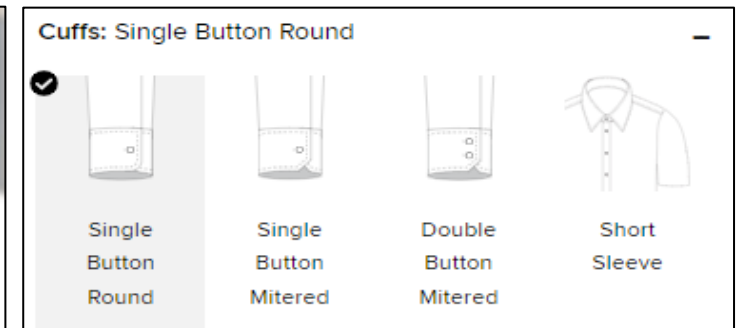
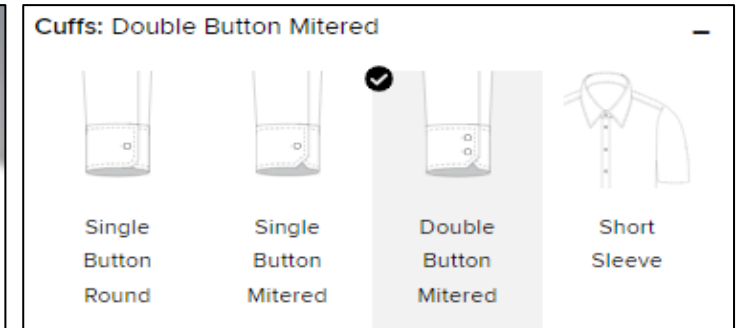
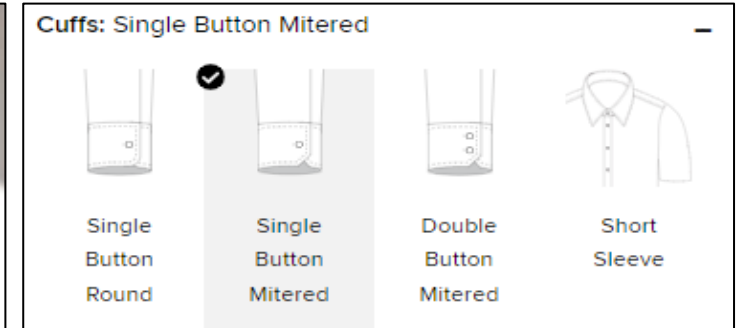
JL SHIRT CUFF

Sleeve cuffs offer both functional and aesthetic options to the shirt.

As with most options – there are many to choose from as a custom brand, however most orders are made with a few popular sleeve cuff options.

Most popular cuff options:

- **Single Button Mitered** cuff is a more stylized option of a standard cuff with a “mitered” edge on the leading (visible) corner of the cuff. This is typically a cuff style worn dressed-up with a suit or sportcoat.
- **Double Button Mitered** cuff is a purely aesthetic option that adds a second button on the cuff and the same relation as a single button cuff when it comes to the cuff style.
- **Single Button Round** cuff is a casual type of cuff with a rounded visible corner. Recommended for a business casual shirt, or a shirt worn more casually.

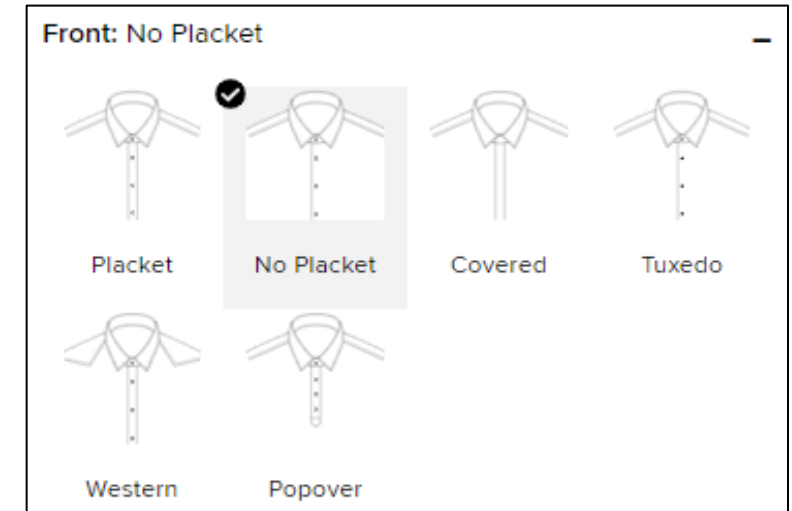
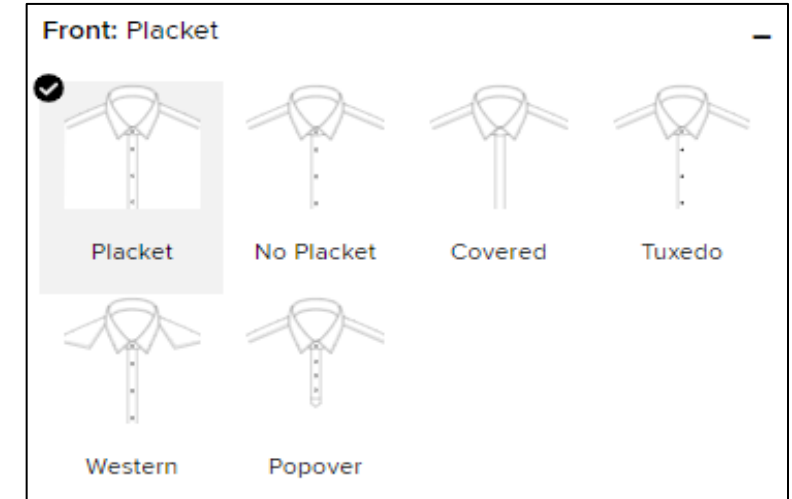


JL SHIRT FRONT PLACKET

The shirt placket is the front button portion of the shirt and provides both functional and aesthetic options to the shirt.

The most popular front placket options:

- A **Placket** is a normal front button style that provides structure to front the shirt. The placket is noticeable by edges of fabric on either side of the buttons. This is a front style used on most shirts.
- **No Placket** is a front placket style without the raised fabric edges. This provides a cleaner, more modern option to the shirt. This style is also recommended when styling a printed shirt – to prevent the backside of the fabric showing with the shirt is unbuttoned at the top.

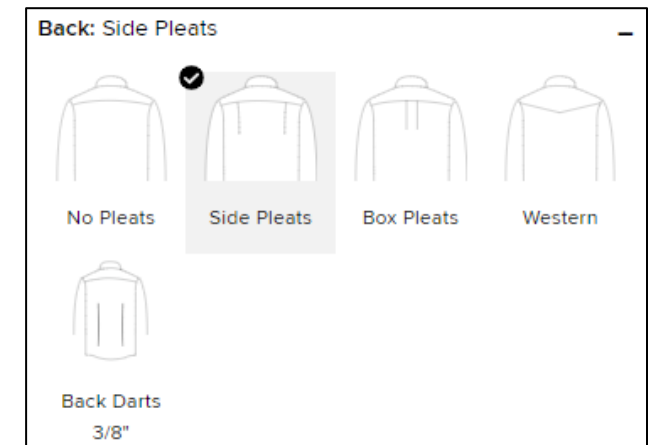
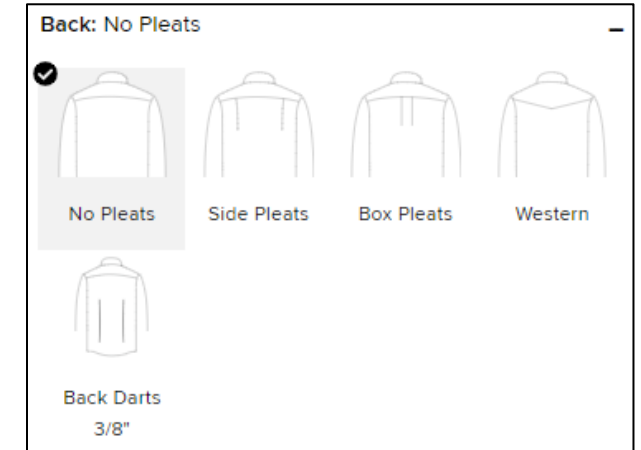


JL SHIRT BACK

The back style of the shirt can also offer both functional and aesthetic options to the shirt.

The most popular options:

- **No Pleats** is the most common option. This is a clean look across the back.
- **Side Pleats** are two seams with extra fabric on either side of the back. This option offers a bit more range of motion through the shoulder and arms – typically a functional option for men with larger shoulders and arms.



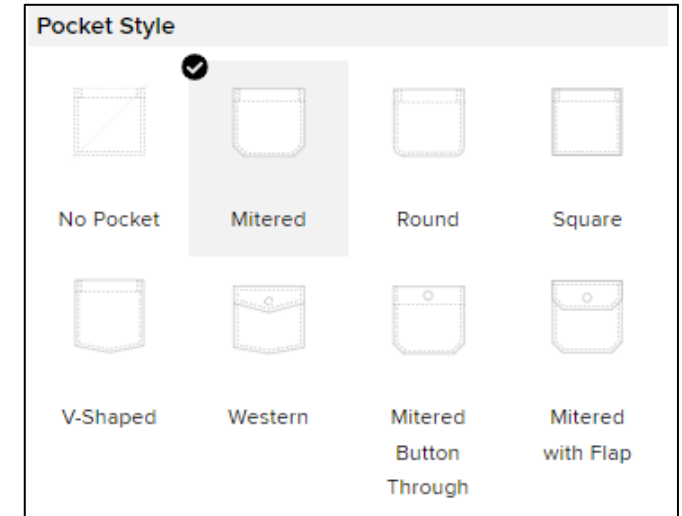
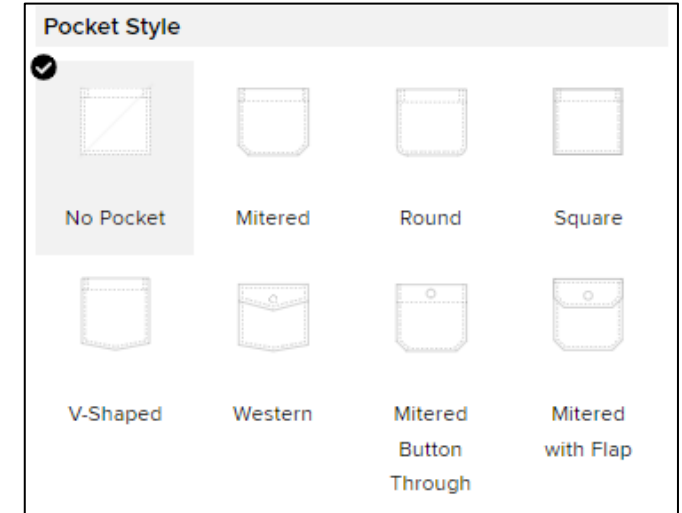
JL SHIRT POCKET

Pockets are typically a functional style option. The choice is really if he uses a pocket or not.

- Ask your Client if he uses a pocket
 - “yes” then add a pocket
 - “no” choose no pocket
- If choosing a pocket – match the style with the cuff selected
 - Single Button Mitered cuff = Mitered Pocket

Most popular options:

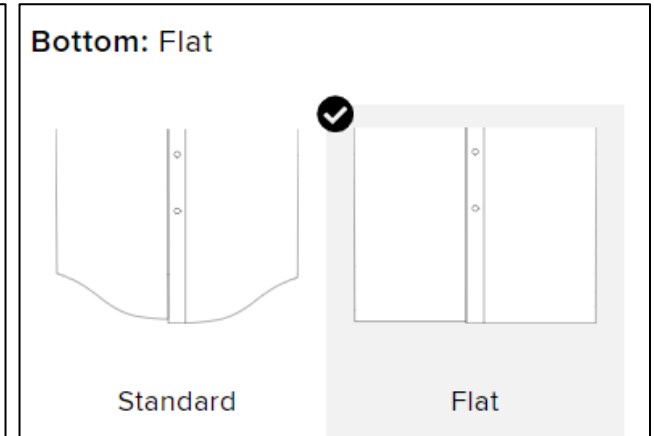
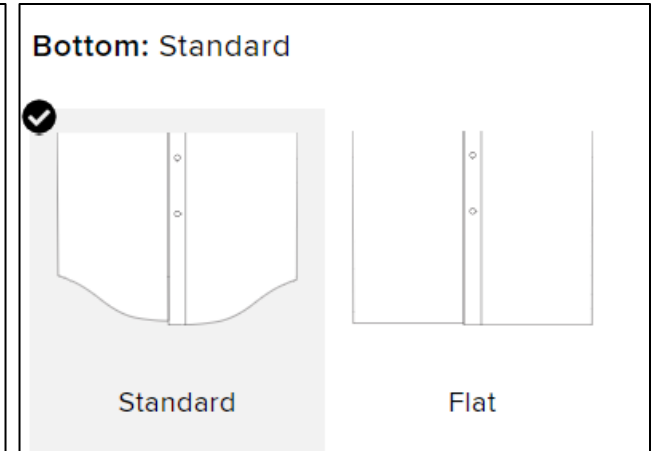
- **No Pocket** is the cleanest look and best option if your client does not use a pocket
- **Mitered** is the most widely selected pocket style when a pocket is selected – most likely because the Single Button Mitered Cuff is the most popular cuff option and this pocket coordinates with that option choice



JL SHIRT BOTTOM HEM

The Shirt Hem is also a choice based on your client's preference.

- **Standard** bottom hem is the traditional curved shirt hem and selected on 98% of shirt orders. This hem style is designed to allow the shirt to be easily tucked in.
- **Flat** bottom hem is a specific hem style that is typically seen on casual resort-style shirts. This style is best worn untucked and features vents on either side of the shirt for movement and ease of wear.



JH PERSONALIZATION

- Personalization is an area where a custom shirt can become one of a kind
- Contrast Fabric, Contrast Thread, Ribbon Piping, and Monograms are all areas that can be personalized on a shirt.
- Collar Embroidery is complimentary and a trademark of a J.Hilburn Custom Shirt.
- 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 shirt. 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 locations:

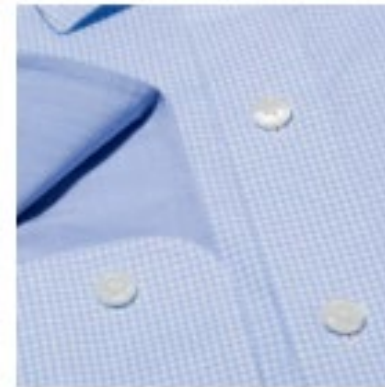
- **Interior Collar** is the most popular location
- **Interior Placket** is a nice option for a casual shirt that is worn unbuttoned
- **Interior Cuffs** are a subtle choice
- **Entire Collar and Cuff** is a very specific choice and rarely used unless requested by the client – and typically in white contrast fabric
- When choosing a contrast fabric – we recommend using fabrics in the same quality as the shirt fabric
- Solid white or blue are the most common options
- Mixing plaids, or prints is more advanced and not recommended unless the client understands or you as his Stylist have experience with this advanced type of personalization



Interior Collar



Interior Placket



Interior Cuff



Entire Collar/Cuff

JH CONTRAST THREAD

Contrast Thread is a popular personalization option. There are four options available. There is no charge for contrast thread.

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



Button + Buttonhole



Button



Entire Shirt



Buttonhole

JH RIBBON PIPING

Ribbon piping adds a touch of color to the base interior of the collar. This can only be seen if the shirt is unbuttoned. A unique option to add a simple and subtle hint of personalization to the shirt. This option is a small upcharge to the price of the shirt.

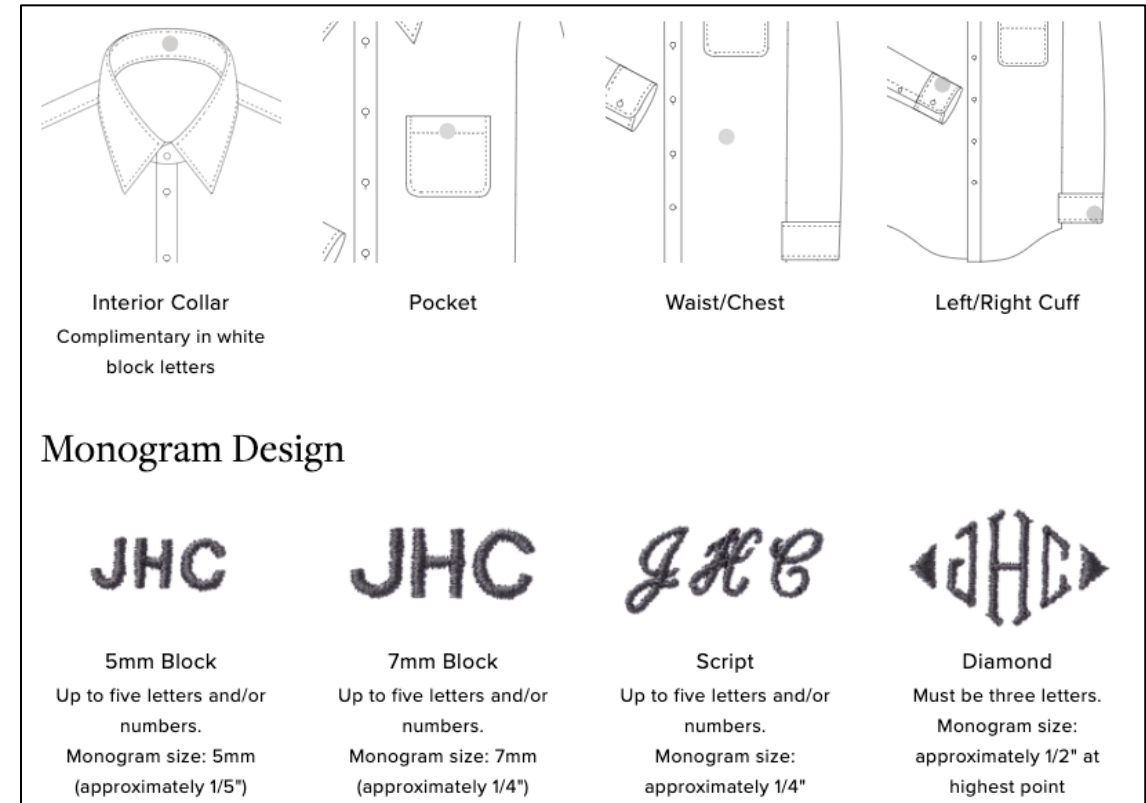
When selecting color for ribbon piping, use colors in the shirt for guidance, or images on jhilburn.com or key looks for suggestions.



JH MONOGRAMMING

Monograms are the ultimate sign of personalization and a custom shirt. 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 which are allowed to both have monograms on the same shirt. Adding a monogram requires a small upcharge to the price of the shirt.

- **5mm Block** is the most common style
- Monogramming either the **Left or Right cuff** is the most popular option
- **Waist/Chest** is a bolder option meaning more visible when worn
- Choose a color that complements the shirt fabric – tonal colors are more subtle, white thread is the most common



JH BUTTONS

Shirt 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

