

The Deconstructed Jacket

What is it?

- New and improved construction option on our sportcoats
- Lightest make offered in our Sportcoats
- Same upcharge +\$50 to sportcoat price (includes butterfly style half-lining)
- Now available on **ANY** fabric

What was changed to make this version “new and improved?”

- Addition of lightweight 2-piece chest piece – this extends from the shoulder down to the pockets and through the lapel – the new chest piece keeps the lightweight nature of the jacket construction while giving a much cleaner look to the chest area.
- We added a small sleeve head that extends from the shoulder to the top of the sleeve. This provides a smoother, cleaner transition in the shoulder area instead of the loose look of the previous make.

Why and how will your Client wear it?

- Clients will appreciate the lightweight feel this new make provides
- Very “Italian” look – a way to dress better while still being comfortable
- Ideal for warm weather climates, destination weddings and/or special events
- This make is not for everyone – meaning some Clients are happy in our other makes. This construction is really for Client’s that want to try something extremely light and different than anything else he has in his wardrobe.
- If you have Clients that have ordered our previous Deconstructed Jacket – make sure you have him try this new and improved version – we’re sure that he’ll appreciate the improvements and maybe even get him to order more sportcoats!

Why would a Client choose Deconstructed over Soft Construction?

- The main difference is the amount of structure between the two makes
- A Soft Jacket is softer and lighter than our Standard make, but still has a decent amount of construction and structure compared to the Deconstructed make.
- A Deconstructed Jacket is the lightest construction with the least amount of structure
*****Important tip***** *Less structure means the jacket doesn’t “hide” or conceal anything your Client doesn’t like about his body – meaning if he wants to keep the cleanest look, he’ll need more structure than the Deconstructed make can offer.*

Do I have to make any fit changes to a Client’s profile for a Deconstructed Jacket?

- No changes are needed for the Deconstructed jacket or any of your Client’s sportcoat orders – unless he has multiple profiles for different types of fits.
*****Important Tip***** *It is important to differentiate between “fit” and “feel” which it comes to different constructions in our sportcoats. The fit will be the same as he prefers, however the feel will be much different. Especially if this is his first Deconstructed Jacket. Please make sure you set this expectation with your Client beforehand.*



New make with cleaner look due to the added lightweight 2-piece chest piece



Old make you can see the “movement” in the upper chest area that look like vertical wrinkles



New make with cleaner look due to the added sleeve head and updated shoulder pad



Old make you can see the lack of sleeve head which gave a messy look to the should and back of sleeve



New improved look is cleaner and wears much better on the body



Old make you can see the loose nature of the should and sleeve area which did not look or wear well

Bamboo Twill

- This is how most of our Clients would wear the new Deconstructed Jacket
- The Bamboo fabric emphasizes the lightweight nature of our Deconstructed make
- This jacket will feel soft and light – perfect for warmer days where a jacket is required

Business Casual 45



Business Casual 34



Lightweight Summer Suiting

- The Deconstructed make is ideal for destination weddings or warmer climates
- It makes wearing a suit or sportcoat that much easier due to the lightweight feel
- Even with summer fabrics – you can see how the new make has improved the fit around the shoulders and chest area compared to the old make

Suiting 62



Suiting 66



Suiting 57

