

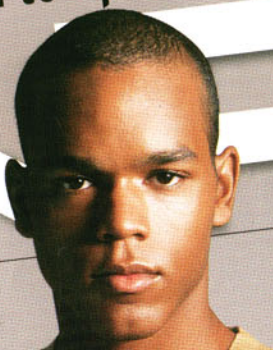
BULLISH BARNEYS: Socol's Big Plan to Open Flagships, Co-ops

DNR

MONDAY, AUGUST 21, 2006

DEFINING MEN'S FASHION \$10

Casual Male
Out



PERRY ELLIS

Perry Ellis tailored clothing from Hartmarx will kick off a new suit-separates program at the corporate MAGIC booth displaying all classifications, and the big news is the new Nano-Tex treatment that offers more wear and less care. Called Tailored Options, the contemporary suit separates have a special Nano-Tex treatment woven into the super 120s worsteds, which come in a number of stripes and textures, plus a transitional British tan twill. The two- and three-button coats have a gentleman's fit, a slightly shorter length and trimmer lapel, and come with either side vents or unvented. Both single-pleat and plain-front trousers are offered. On the performance side, Nano-Tex makes the separates water- and soil-repellent as well as wrinkle- and stain-resistant. The new program will receive strong retail backup, plus substantial introductory advertising.

