

# TIPTOP TAILORS

## SUITING UP FOR PROM AND GRADUATION

**For Young Men, It's a Whole New World of Style and Colour Say the Experts at Tip Top Tailors**



Tip Top Tailors, Canada's menswear retailer, has turned their attention to young Canadian men, creating the perfect fashion program for two of the most important days of their lives, prom and graduation. Using all their expertise in style, durability, comfort and value, Tip Top delivers the perfect prom or graduation package: suit, shirt and tie at a better-than-perfect price.

The look is simple and exactly what prom-bound young men are looking for: a sleek black suit in a modern, fitness-conscious cut with an incredible, fashion-forward range of solid coloured shirts and tone-on-tone or patterned, coordinating narrow ties. The whole look – suit, shirt and tie – is \$199.99.



"Young men – high school and college guys – are more aware of current trends and styles than ever before," says Walter Dimini, Tip Top's Divisional Merchandise Manager. That meant creating a suit, shirts and ties that he would love and it also meant taking the confusion out of what is, for many guys, their first suit shopping experience. With two suit models and a generous colour range of shirts and ties to choose from, it's easy for him to make the right choice.

Under the Grafton & Co. label, the Tip Top prom suit is a durable, wrinkle resistant blend with the look, finish and softness of a much more expensive suit. With full French facing, the suit is available in a rich, deep black or in a black-on-black stripe with peaked lapel. It's not only the perfect prom suit, it's the perfect first suit, Dimini points out. Cut in Tip Top's "modern fit," the suit is designed for today's fitness and physique conscious young man. "And we've applied our expertise on how to keep men looking as good at the end of the day as they do at the beginning to our prom program," Dimini adds. "Prom night can be tough on a suit."

While a white shirt and a black tie are certainly an option, the trend that Tip Top expects more and more young men to embrace is the boldly coloured shirt with a matching or coordinating tie. The colour range is extraordinary with black, white, silver, red, blue, lavender and cobalt joined by this season's new fashion colours: aqua, lime, mauve and yellow. The wrinkle-resistant sateen shirt has removable collar stays and comes in varying sleeve lengths for a perfect fit.



Is this too much choice for a seventeen-year-old boy? According to Tip Top's sales associates, it's a choice he likely won't make alone. It's often his mom who, after all, is most likely paying and who will accompany him and help him make the right choice. Increasingly, though, the store is seeing a new shopping combination. "He's coming in with his prom date's best friend who knows what his date is wearing," Dimini explains. "She tells him what colour shirt to buy, so that the shirt matches his date's dress."

The Tip Top prom and graduation program is available at Tip Top Tailors coast-to-coast.

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