SIMON CARTER

NEWSLETTER 2013



MENSWEAR BRAND OF THE YEAR 2013

WINNER AT THE DRAPERS

AWARDS 2013

It was an evening of glamour and celebration with more than 800 people in the room, including many of the most powerful and influential figures in the UK fashion retail industry.

We spent the evening socialising, networking, reminiscing and celebrating with old friends and some of the very best names that the UK fashion business has to offer.

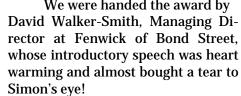


The competition was tough; we were up against some of the biggest names in menswear fashion including G-Star RAW, Ben Sherman, Duck and Cover and Lyle &

Scott - it's an honour to be recognised by our peers and we are thrilled to have won the award. The talented Dara O'Briain

played host for the evening and the genial Irishman helped make the night a memorable one, his witty oneliners had us in stitches throughout.

We were handed the award by



Featuring in the Drapers Award Winners Issues, the magazine recognises our hard work and ongoing success - "The

judges praised Simon Carter for its impressive product offer and close relationship with stockists. Built on a strong sense of Britishness and a robust accessories foundation, this 28-year-old menswear brand is admired for its playful and quirky designs that resonate with its smart but somewhat experimental customers".

Click here to view the video

For those who do not know the magazine, Drapers is the UK's leading authority on fashion retailing. The publication has been helping the industry make more informed decisions for over 126 years, providing us with analysis of crucial news, invaluable insider opinions and in-depth features and exclusives. To have the recognition from such a respected and prestigious fashion authority goes to prove that we have the winning formula to succeed within the continually changing and challenging trading environment.



SIMON CARTER BLACKHEATH

Expanding the retail empire





Its been over a year since we opened our Crystal Palace store which has proven a tremendous success with the local community, ending its first year 50% up on our budget.

On the strength of this we have recently opened our fourth stand alone Simon Carter shop in Blackheath, London. The London suburb is even more prosperous and leafy than Crystal Palace and the store is in a prime location on Tranquil Vale just down from the station.

The site originates from the 1900s and has since only had two tenants. We've spent the last few months stripping the store back to basics to reveal and restore all the original features right down to the store front, curved glass windows, tessellated porch entrance and Victorian wooden floorboards.

Signature Liberty print shirts, British tweed jackets and rich corduroy trousers will fill the clothing rails of the new store - not omitting vintage cabinets filled with a selection of our quality accessories including watches, leather wallets, luggage, hats, gloves & scarves and of course cufflinks true to Simon's reigning title as 'The King of Cufflinks'.

We've attracted a great deal of interest and curiosity from the local community. The Blackheath Society and other groups are following our progress closely, monitoring our restoration of their much loved shop front.

Here's to hoping we succeed the past tenants!







SPRING/SUMMER 2014 THE EDIT

It's as if Dr. Doolittle is back this spring with animals of all shapes and sizes featuring on our printed shirts this season; stick insects, bees, moths, flamingos, elephants, sit alongside our staple of liberty prints and spotted designs.

Spring sees the launch of our slim fit suit range all tailored from Italian fabric in subtle designs and sophisticated shades of dusky blue to indigo, intricately lined with our house paisley print.

Tailored jackets are cut with soft shoulders in cobalt blue and check linens, a modern hopsack blazer with contrast stitch and horn buttons comes with complimentary insect lapel pin, horn buttons and beautiful trim detailing under the collar and inside.

Our diffusion line aimed at the younger gent, West End, features slim suits in pop colours and smart occasion wear with sharp modern shirts.

Now in its second season, the 1985 capsule casual wear collection sees the use of garment washed fabrics for the first time. Soft tailored jackets and washed down bright chinos are teamed with relaxed laundered shirts in colourful checks and indigo prints, sourced from the worlds best mills such as Thomas Mason who were established in England in 1796.

Following through to the accessories inspired by further exploration of the natural world sees insect prints lining antiqued leather wallets and luggage, translated into a luxurious 100% silk scarf.

Cufflinks compliment the signature Simon Carter shirts with timeless designs inspired by the exotic shapers of the Art Deco period, life-like stylised creatures and the quirky potting shed range. All combined, the Spring/Summer 2014 collection comes complete with the quirky design details, finishing touches and dash of humour you would expect of Simon Carter. The new pre season ranges hit selected stores in December with full Spring ranges arriving in January.





Bug Print Scarf 100% Silk



WT2302 Grey



'Potting Shed' cufflinks



Art Deco inspired cufflinks



'Pursuits' cufflinks

MERRY CHRISTMAS FROM SIMON CARTER









To make Christmas a little less stressful this year, we have put together a lookbook of inspirational gift ideas to help our customers find the perfect gifts for friends and family.

We couldn't have found a better location for the photo shoot than our very own Crystal Palace store.

Feeling full of festive cheer we raided our Christmas decoration cupboards and decked out the shop as if it were our living room! The log burner was alight and our stockings were hung on the fireplace ready for filling with lots of Simon Carter treats.

If you would like to use any of the shots from our Christmas photo shoot please send an image request to jess@simoncarter.net.





