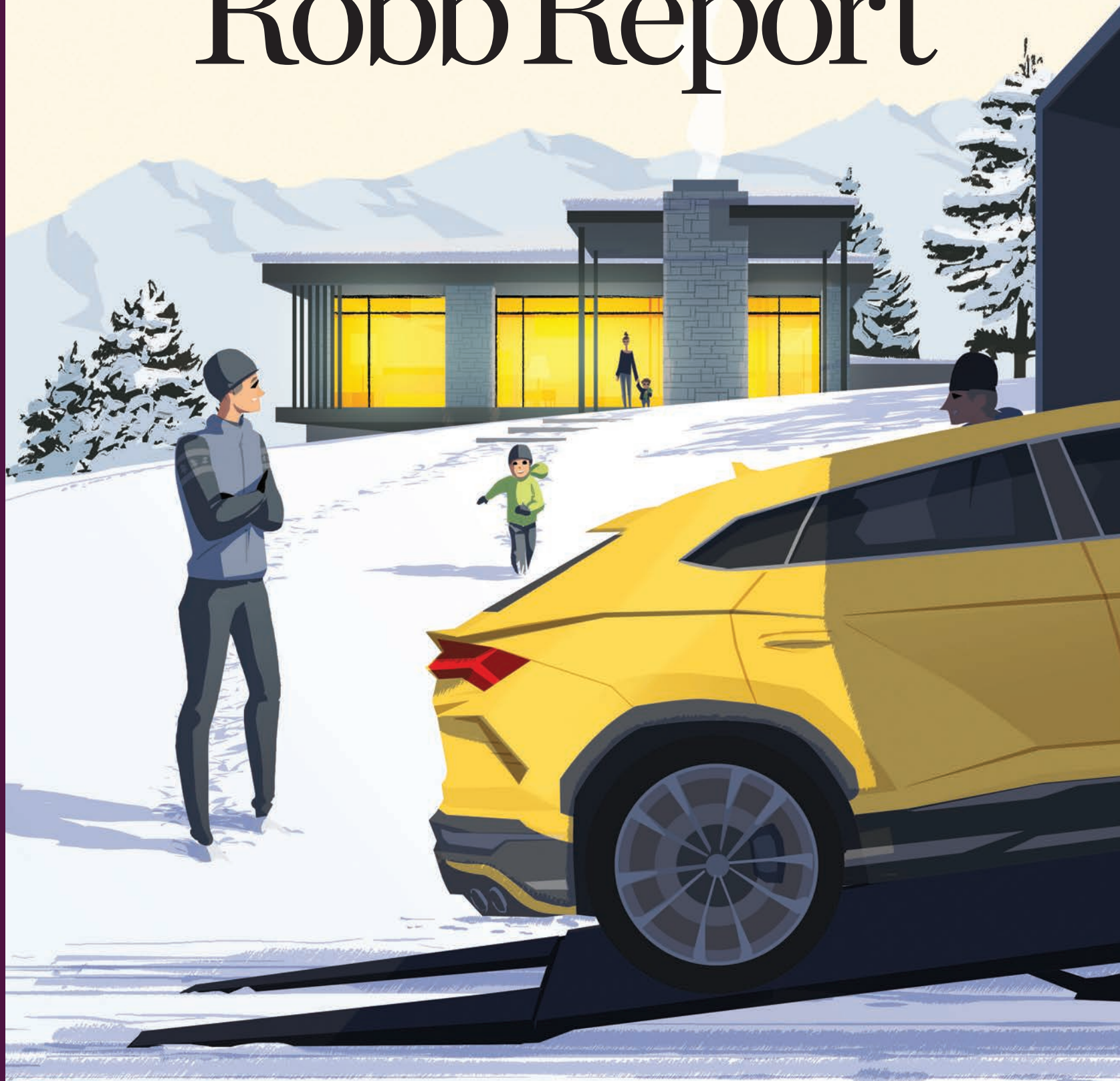


LUXURY WITHOUT COMPROMISE

Robb Report



CAR OF THE YEAR

LAMBORGHINI DELIVERS AGAIN

FEBRUARY 2019

STYLE

The New Old Favorite

SHIRT STORIES

IT'S A CLASSIC dilemma: Your prized shirt gets better with age, but wearing it too often can send it into an early retirement—and thus the search for a new favorite begins. That enduring pursuit of comfort and function is what inspired creative director John Ray's first collection for Thomas Pink (thomaspink.com). "My best shirts are 25 years old," the Dunhill veteran says. So why bother with stiff new fabric at all? Instead, Pink's new designs are made with cloth that's been washed dozens of times before it finds its way into your closet.

"I'm putting the love back into shirting," says Ray, who has infused his newly adopted British brand with fresh colors and stripes to distinguish it from the sea of competition lining London's Jermyn Street. The new collection is more than a single staple—you'll find key wardrobe pieces, like chinos and cashmere sweaters, as well as pinstripe suits—but for Ray, it's the shirt on your back that matters most. Because once you get a guy to like your shirts, you have a customer for life. Even if he wears them for decades.

Jill Newman

