



## Q3 OCTOBER STYLING UPDATE

*RAIL/SPORTSWEAR/CLOTHING/FURNISHINGS*

TIMELINE: OCTOBER

### INSPIRATION

*Updated styling information for Mens Division October Q3 product priorities. Sample looks have been broken down by store volume (LLoyd/Elmer/Everett). Use these styling examples, along with the Q3 product priorities, and Mens Fall Style Guide when styling.*

### CONTACT INFORMATION

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# OCTOBER RAIL STYLING

## KEY TREND: GREAT OUTDOORS

### STYLING

- 2-3 mannequins to represent Key Trend
- Styling should reflect Utility/Fashion
- Use appropriate accessories for each customer profile
- Use Modern YC/Trend styling cues
- Insure looks don't feel overly technical
- Realistic layering is key to the trend
- Key items: Outerwear, Fleece, Flannel, Work-wear Boots, Denim
- Refer to Fall Styling Guide "Great Outdoors" when referencing styling

### GREAT OUTDOORS COLOR PALETTE



LLOYD STORES  
INSPIRATION



ELMER STORES  
INSPIRATION



EVERETT STORES  
INSPIRATION

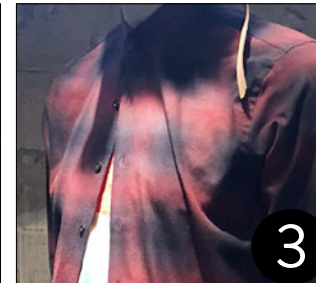
### KEY STYLING CUES



RUGGED ACCESSORIES



REALISTIC LAYERING



COOL CLOSURE



TIED AT WAIST



TOO TECHNICAL



ATHLETIC SHOES



UNREALISTIC LAYERING



FORCED ACCESSORIES

# OCTOBER SPORTSWEAR STYLING

## KEY TREND: REFABRICATED GENTLEMAN

### STYLING

- Seasonally appropriate looks from UT/YC/Modern
- Focus on looks that are grounded in tradition, but inspire newness
- Realistic Layering is a key component
- Build looks with key items from product priorities
- Use accessories that feel hand crafted, aged, and authentic
- Refer to Fall Styling Guide “Refabricated Gentleman” when referencing styling cues

### REFABRICATED GENTLEMAN COLOR PALETTE



LLOYD STORES  
INSPIRATION



ELMER STORES  
INSPIRATION



EVERETT STORES  
INSPIRATION

### KEY STYLING CUES



SLIM FIT



REALISTIC LAYERING



CLEAN CUFF



LEATHER BAG



TOO TRENDY



SOCKS SHOULD BE WORN



UNREALISTIC LAYERING



TECHNICAL SHOES

# OCTOBER CLOTHING STYLING

## KEY TREND: REFABRICATED GENTLEMAN

### STYLING

- Seasonally appropriate looks from UT/YC/ Modern
- Focus on looks that are grounded in tradition, but inspire newness
- Realistic Layering is a key component
- Build looks with key items from product priorities
- Use accessories that feel hand crafted, aged, and authentic
- Ensure Modern/YC styling is shown on mannequin; UT on form
- Refer to Fall Styling Guide “Refabricated Gentleman” when referencing styling cues

### REFABRICATED GENTLEMAN COLOR PALETTE



LLOYD STORES  
INSPIRATION

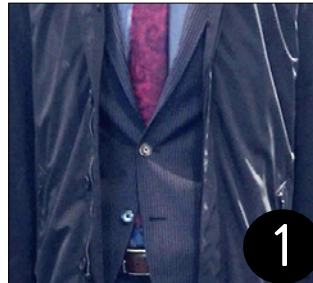


ELMER STORES  
INSPIRATION



EVERETT STORES  
INSPIRATION

### KEY STYLING CUES



REALISTIC LAYERING



SUEDE



VEST UNDER BLAZER



TURTLENECK



TOO TRENDY



SOCKS SHOULD BE WORN



NON-SEASONAL



CASUAL ACCESSORIES

# OCTOBER FURNISHINGS STYLING

## KEY TREND: REFABRICATED GENTLEMAN

### STYLING

- Insure looks represent furnishings, do not over-layer
- Seasonally appropriate looks from UT/YC/ Modern
- Focus on looks that are grounded in tradition, but inspire newness
- Build looks with key items from product priorities
- Use accessories that feel hand crafted, aged, and authentic
- Ensure Modern/YC styling is shown on mannequin; UT on form
- Refer to Fall Styling Guide “Refabricated Gentleman” when referencing styling cues

### REFABRICATED GENTLEMAN COLOR PALETTE



LLOYD STORES  
INSPIRATION

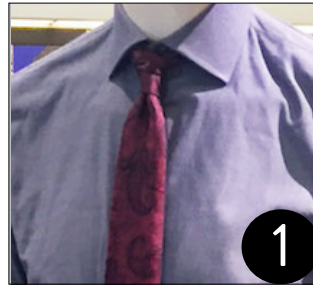


ELMER STORES  
INSPIRATION



EVERETT STORES  
INSPIRATION

### KEY STYLING CUES



SEASONAL PALETTE



HERITAGE INSPIRED



CLEAN WORK BAG



CLEAN CUFFED SLEEVES



TOO LAYERED



SOCKS SHOULD BE WORN



NON-DRESS SHIRT



FORCED ACCESSORIES