

**WORK HARD
PLAY HARD
AND LOOK GOOD
DOING BOTH!**

BRAND ID / MAIN AUTUMN 2014

CASUAL FRIDAY
BY BLEND

NEW BRAND NEW COLLECTION FRIDAY FREEDOM

BRAND ID / MAIN AUTUMN 2014

CASUAL ADVISOR
FRIDAY ADVISOR
BY BLEND

id
Brand id

ABOUT CASUAL FRIDAY BY BLEND

MAKING EVERY DAY FEEL LIKE A FRIDAY

It's no secret – your clothing speaks volume about you. This is especially true in the workplace. Depending on what profession you work in, what region of the world, and even down to your employer's philosophy on 'appropriate business attire' – the landscape of style has changed drastically in the last ten or more years.

'Casual Friday' was a term coined in North America decades ago– allowing employees to have one day a week to 'dress down' from their usual, confined dress codes. However, the word, 'casual,' is a relative one. And so– even on 'Casual Fridays' – a new code (a casual one) would need to be established. Never allowing jeans with holes, for instance. Or, sweatpants (God forbid). And shorts – forget about it! 'Too casual' was a fine line that made the HR reps walk anxiously through the halls on those notorious Fridays – to make sure professionalism was still upheld and permeating through the office atmosphere. Casual Friday business attire is still evolving – actually taking over all or most days of the week in most professions. And as trends dictate style and what's considered appropriate – it's also expanding the boundaries of what 'casual dress codes' will permit. But that couldn't have happened until it became a recognizable and well-defined style of its own.

Casual Friday by Blend is a style for a sophisticated, young man who has the desire to speak through his wardrobe – and that message is, 'I'm ready to conquer the world!' It's less about what brand he buys– and more about how he puts the pieces together to demonstrate individuality and attention to fine details. This is a brand inspired by the casual and relaxed feeling that you have on Fridays. The clothing caters to a mix/match approach and laying and accessorizing to always add an element of surprise and appeal. It's a collection that replaces the shackles of a suit and tie– and allows you more room for individual expression. It's about working in the boardroom and commanding respect, but also taking you directly to the bar afterwards for a good time. This brand melds together your complete lifestyle – creating synergy from day to night.

Our clothing says a lot about who we are. And when you're wearing Casual Friday by Blend, everyone will know you are professional, stylish, ambitious, but still young at heart!

HOW TO DRESS FOR SUCCESS

CORE BRAND VALUES:

Resourceful
Charismatic
Professional
Energetic /Enthusiastic

DESIGN VALUES:

Impeccable Fit
Customized Detailing
Original Craftsmanship

ABOUT THE MAN:

Age 25-35
Highly Ambitious, High Energy
Passion and Zest for Life,
Modern Style
Well-rounded, Cultured
Aspirational
Money Conscious /Thrifty
Young at Heart
City lifestyle, Self-starter



About the man

If you want to understand the Casual Friday young man – look at an ambitious job posting advertisement under the, ‘what we’re looking for’ category! That’s him.

He will have:

- The ability to deftly navigate within a global and matrixed organisation
- A well-rounded breadth of knowledge and a quick study about diverse dynamics
- A true student in life
- A real go-getter with a ‘can-do’ attitude and the ability to work autonomously
- A passion and appreciation for innovation, creativity and style
- A team player – someone who likes to work with people
- Well-travelled and culturally-aware

He may be new to the workplace, starting at an entry-level job – but he will rise to the top quickly because he has passion, ambition and a zest for life.



MISSION:
**TO MAKE EVERY DAY
FEEL LIKE A FRIDAY
THROUGH OUR FASHION**

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Main Autumn

Casual Friday by Blend is more than a menswear fashion brand. It's a particular time in a young man's life. A time that will always be looked back on as, 'the best years of my life.'

Society has placed an expectation of an orderly progression in which kids finish school, grow up, start careers, make a family and eventually retire. It's usually between 'growing up' and 'starting careers' where adolescence transforms into the beginning stages of adulthood. But... it doesn't happen over night! With so many new responsibilities and changes during this stage– it's essential to hold onto some child-like behaviours, humour, hobbies and even a bit of that boyish mentality – in order to ease into the next phase without losing who you are.

Casual Friday by Blend understands this phase of life and makes sure to design clothing that not only works with a young man's lifestyle but helps to develop it. With the readiness to conquer the world and still the inexperience to do so – Casual Friday by Blend offers clothing that will make you look serious while you can still act like a kid at heart!





Blazer 500751 * Shirt 500946 * Pants 500749 * Tie 500728

MA 2014

THE MAIN AUTUMN COLLECTION 2014

The Main Autumn Collection 2014 is a collection that brings a no-nonsense style to the office and remains youthful and ever-so-modern as the city man who wears it. Without the salary (yet!) to afford that NYC apartment with views over the Hudson River – this is a collection that will surely get you there. It screams sophistication and high-class style without the Manhattan pricetag.

Silhouettes are slim-fitted and crispy clean. With particular attention paid to those important ‘basic styles’ that fill up every wardrobe – there is also an emphasis on accessories which are key defining items for the Casual Friday man to put his signature look to the test. This is a collection for the sophisticated young man – who isn’t afraid to wear floral prints and turtleneck knitted sweaters on occasion. Bow ties, may be a tad too serious- but whimsical shirts with a bow tie print is more likely to grace the Casual Friday man’s closet. Denim shirts, checked shirts, oxford shirts – are only a few that will certainly be coupled with a blazer or black leather jacket and your favorite pair of dark blue jeans. Knits of perfection will definitely be stolen by the girlfriend-of-the-week. And while the typical head-to-toe suit isn’t exactly his preference – he must own at least one for those rare, formal events.

The Casual Friday by Blend Autumn 2014 Collection will kick off the rest of your life with style and grace. But more importantly, it defines where you came from and where you’re going in this next phase of life.



Blazer 500746 * Pullover 500934 * Shirt 500919 * Jeans 500918



Jacket 500948 * Pullover 500932 * Scarf 500888



Blazer 500746 * Shirt 500681

MA2014

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MA2014

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Jacket 500948 * Pullover 500932 * Scarf 500888

MA2014

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MA2014

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Jacket 500652 • Pullover 500811 • Shirt 500927 • Jeans 500917

VISION:
WE WANT TO BE
THE GO-TO
FASHION SOURCE
FOR MEN
IN ALL PHASES
AND ASPECTS OF
HIS LIFE

Jacket 500653 * Cardigan 500943 * Shirt 500926 * Bow Tie 500729





MA2014

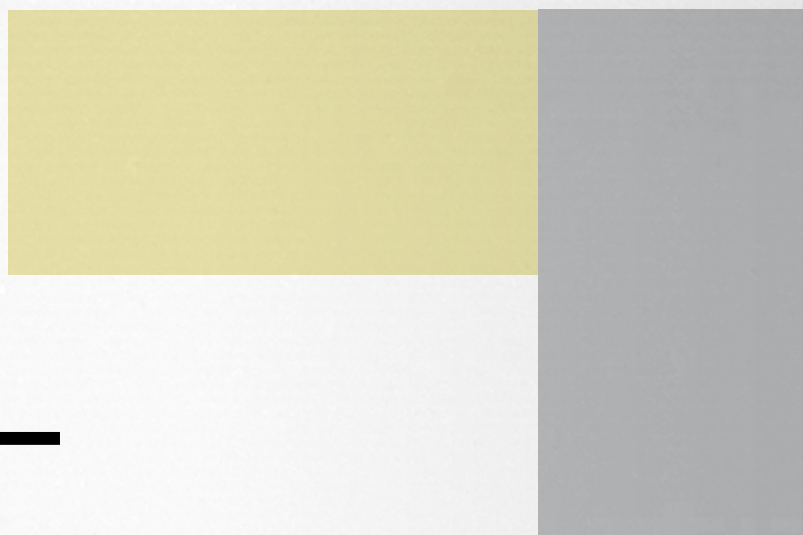
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Jacket 500653 * Cardigan 500943 * Shirt 500926 * Bow Tie 500729



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lookbook



Blazer 500915
Pullover 500939
Jeans 500766



Jacket 500659
Pullover 500931
Shirt 500920
Jeans 500766



Vest 500651
Turtle neck 500688
Jeans 500918



Pullover 500935
Shirt 500927
Pants 500749



Blazer 500747
Cardigan 500695
T Shirt 500958
Jeans 500918



Jacket 500649
Knit 500945
Jeans 500766



Sweatshirt 500951
Shirt 500796
Jeans 500759



Pullover 500817
Shirt 500946
Pants 500749



Jacket 500654 * Turtleneck 500688



Jacket 500947 * Shirt 500674 * Jeans 500766



Jacket 500947 * Shirt 500674 * Jeans 500766



PERSONAL BRANDING
– YOU ARE
WHAT YOU WEAR



Blazer 500916 * Shirt 500946 * Jeans 500766

CASUAL FRIDAY
BY BLEND

CASUAL FRIDAY
BY BLEND

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