



SEASONAL COLLECTION



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WELCOME TO LUXURY

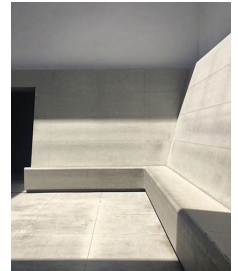
I'm truly excited to launch the evolution of Menlo Club with our new premium seasonal offering. This has been a project that's been over two years in the making in an effort to give you the best experience we can offer.

Our design team has thoughtfully curated this Winter collection with a mixture of our top selling apparel, as well as pieces we've never offered before, to bring you what I believe is our best collection yet. I can't wait for you to get your hands on these pieces, and more importantly, add them to your wardrobe rotation for everyday life.

It's your world, we'll help you conquer it.

A handwritten signature in black ink, appearing to read "Dee Murthy".

CEO, DEE MURTHY



DEC 2020 – WINTER COLLECTION

LACMA JAPANESE GARDEN THE LAST BOOK STORE

The Winter collection is infused by a mixture of modern art, a peaceful lifestyle, and a magical bookstore in Los Angeles, California.

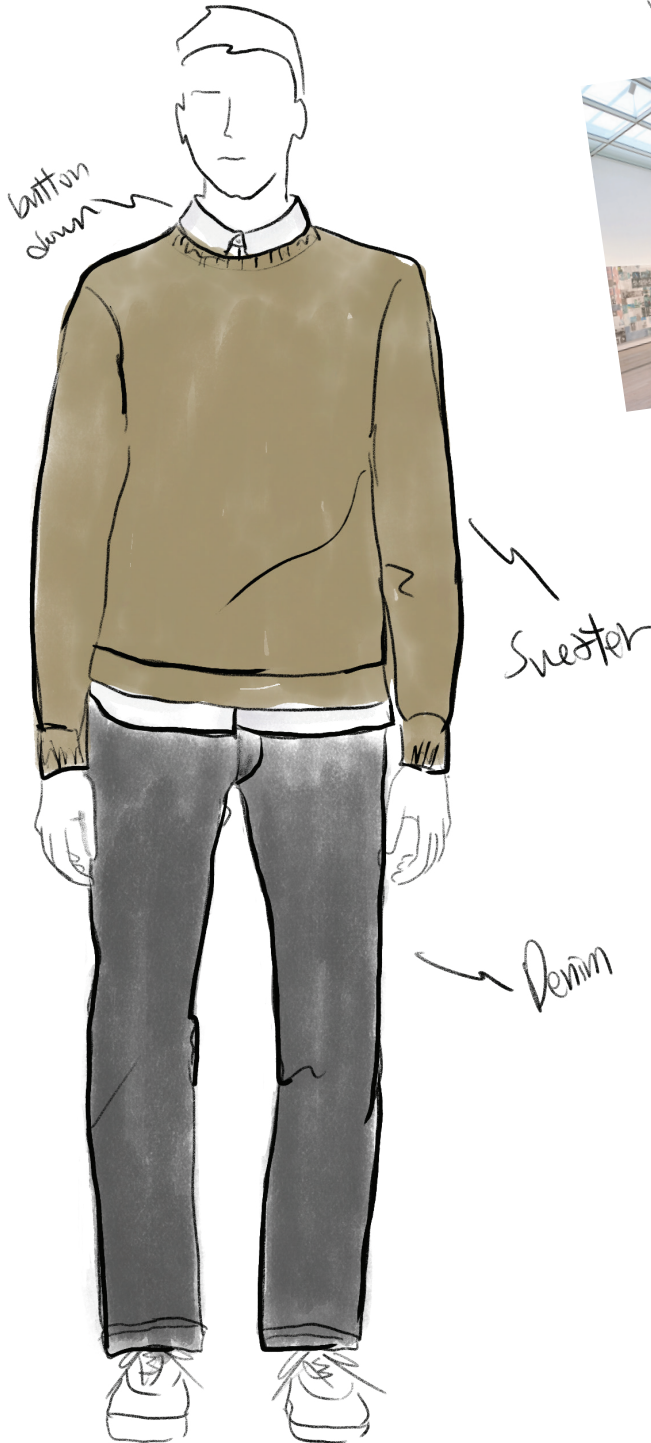
Designer's Notes Fairy Shih

This month's theme is surrounded by some of LA's most famous attractions; LACMA museum located in Miracle Mile, The Last Bookstore in Downtown, and the Japanese Garden in San Fernando Valley.

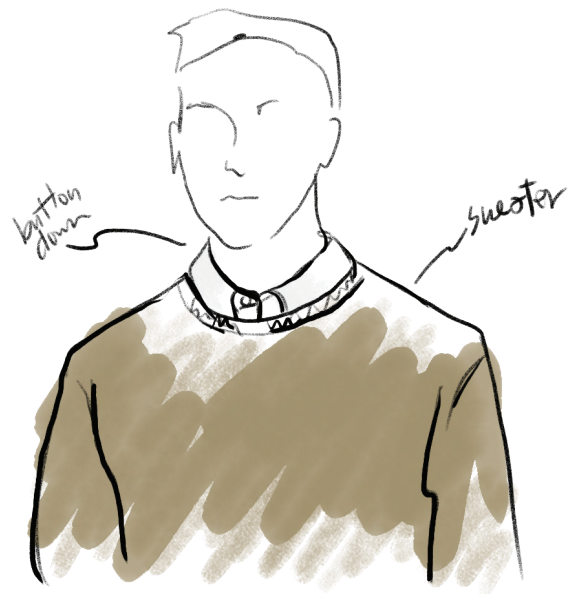
The creative process & color story were inspired by different elements from these three locations. The light gray color from the Urban Light Lamp Posts of LACMA, the charcoal color from the Zen garden, the beige color from the tatami mat found in the garden, the forest green from the Bonsai tree also found in the garden, and the ganache color from the arch in the Last Bookstore.

Our core package is an essential outfit that is easy to dress up or down, especially with the curated add-ons from our Winter collection. We've made sure to include a diverse selection of apparel categories, from outerwear to accessories, made from various premium materials. I'm really excited to share this month's collection with you. I hope you guys enjoy it as much as I do!

LACMA
Japanese Garden
The Last Bookstore



Denim





Color Palette

For the Winter collection, we've been heavily inspired by the three locations we spoke about earlier; LACMA, the Japanese Garden, and the Last Bookstore.

LACMA provided a cooler color tone, while we extracted some warmer color palettes from the Japanese Garden, and finished off the collection with some of the unique textures found in the Last Bookstore.

These colors combine to fuse the perfect transitional pieces from Fall to Winter.

DEC 2020 – WINTER COLLECTION

Core Package

For this Winter, we've included three pieces of apparel that we believe will be your new go-to outfit and perfect for keeping you warm during those chilly months.

Your core package will include:

- Our top selling long sleeve button-down made of 100% brushed cotton
- Our highly rated sweater, coming in a crew or mockneck version, that is perfect for layering on top of a tee or the buttondown included in the package
- Our quintessential denim, updated this year in new materials, that will last you for years to come





Chavnette/Morzine Sweater
Five Four
\$52 MSRP



Ritual/Arrowhead Buttdown
Five Four
\$50 MSRP



Ferdi/Will Jeans
Five Four
\$65 MSRP





Morzine Sweater
Five Four



Arrowhead Button Down
Five Four



Will Jeans
Five Four

HOW TO STYLE



Model is wearing our core item Chavanette Sweater, Arrowhead Button Down, Will Jeans with Five Four Frutiger Beanie, Fury Coat, with New Republic Kurt Leather Shoe.



Art Director's Pick Marion Coret

Smart Casual Outfit

What's your three favorite pieces from the collection?

My first choice would have to be the 'Fury' long coat. It's the perfect piece to finish off any outfit you decide to throw on. It goes with sweatpants and a hoodie, or you can style it up with a button-down and denim. No matter what, you're going to have an improved look after adding it to your fit.

My second choice would have to be the 'Verbier' pants. While they look like a cargo pant, the construction and design is a bit more formal than that so they are perfect for wearing out and not just for day to day life. Functional and stylish.

My final choice would be our classic 'Kurt' leather sneakers. These shoes, especially in all white, are a staple to any wardrobe. They literally go with everything, and can be dressed up or down with the rest of your outfit.

What's one piece that will really boost someone's confidence after throwing it on?

Denim. It takes time to find the right pair, but once you have jeans that fit exactly as you want, you can't help but feel amazing in them. This in turn will boost your confidence anytime you throw them on.



Who are some of your favorite fashion icons that inspire your styling?

I don't just look to "fashion icons" for inspiration, as I think a lot of individuals from various industries have helped define fashion in 2020. I've always loved what Sade has done with her outfits, and I love what Jerry Lorenzo has been able to do with Fear of God in the past couple of years. My biggest inspiration is probably Rihanna, as I love how she made menswear trendy for women.

I'd also like to shout out Instagram as a significant source of inspiration for me. It's been amazing to navigate the explore page to discover new individuals posting their style pics, and take a little piece of inspiration from all of them to put into my own work.

Any tips on how to mix and match these pieces with someone's current closet?

The denim included in this season's core package can match with anything, whether the rest of the Winter collection or whatever you have in your closet already. You could throw on any top like a tee (white or black), a hoodie, or even a button-down and it'll match well. If you need to layer for weather reasons, you could also stack a denim jacket, leather jacket or proper coat to complete the look. Don't forget to add a pair of boots or sneakers to finish the outfit.

What are the top three occasions you'd suggest for someone to wear the Winter collection?

The flexibility of the pieces that we've designed really allows you to wear them in any occasion, but if I had to pick three, then I'd say a business meeting, brunch, or date night.

For the business meeting, you could wear the core package as-is with a pair of Kurt sneakers.

For Winter brunch, throw on the Melrose hoodie with the Verbier pants, a beanie, and the Fury coat.

To impress on date night, pair the sweater and denim from the core package with a pair of Kurt sneakers, and the Moto leather jacket from the add-on capsule. You won't regret it.



Five Four Frutiger beanie and Fury Coat in Forest green, Arrowhead Button Down in White.

Winter Add-On's



Moto Leather Jacket

Five Four
\$295 MSRP

The moto jacket is a perfect outerwear piece for the weather transition. It's designed with a clean & modern silhouette to enhance the luxurious leather texture.

The moto jacket is made of 100% lambskin leather, which allows this luxury piece to be durable for any occasion.



Mojave Garment Dyed Hoodie

Melrose Place
\$98 MSRP

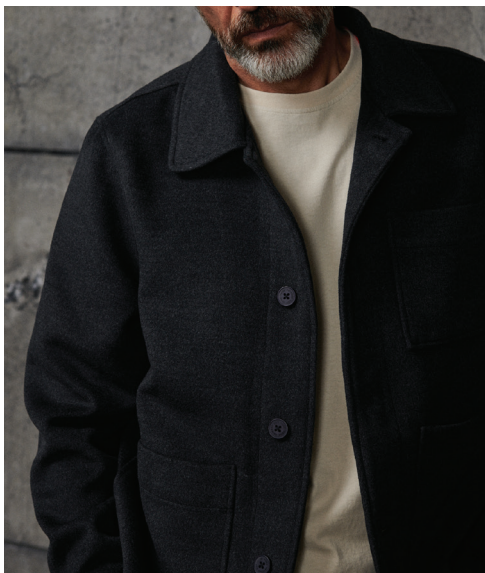
The Mojave garment dyed hoodie is constructed from luxurious French Terry fabric, and knitted using a premium cotton yard that has a compact finish.



Renny Socks

Five Four
\$12 MSRP

Our Renny socks are an essential accessory that we've updated with a contemporary design & texture to elevate your everyday look.



Werk Jacket

Five Four
\$145 MSRP

Inspired by late 19th century French workwear. We elevated the silhouette by using a cashmere-like fabric with two deep pockets in the front that give this shape an overall modern look.



Ronson Leather Belt

Five Four
\$35 MSRP

Our Ronson leather belt demonstrates an understated, yet classic look. It's an essential piece to carry you from the weekday to weekend.



Asphalt Pant

Grand Running Club
\$65 MSRP

Effortlessly stylish, durable, and super light weight. Robust, but barely there. The 4-way stretch, micro ripstop is designed to work in harmony with your movements, whilst remaining tough. These pants were designed to be lived in day-in and day-out. They're versatile enough to be worn to your place of work, to the airport, or even to the gym.



Kelso Tee
Melrose Place
\$38



Mojave Hoodie
Five Four
\$98



Werk Jacket
Five Four
\$145



Moto Leather Jacket
Five Four
\$295



Fury Long Coat
Five Four
\$165



Verbier Pant
Five Four
\$85



Asphalt Pant
Grand Running Club
\$65



Adrian Wool Cap
Five Four
\$25



Frutiger Beanie
Five Four
\$18



Renny Crew Socks
Five Four
\$12



Ronson Leather Belt
Five Four
\$35



Luther Leather Wallet
Five Four
\$45



Kurt Leather Shoe
New Republic
\$98



Dee's Winter Picks

CEO's Picks

Dee Murthy @deemurthy

What's your favorite items in the collection?

Can I pick everything? Is that an option? I mean... I am biased when saying this, but I absolutely love everything about this package and collection.

I guess if I HAD to pick a few of my favorites, it would be the moto jacket, our French Terry hoodie from Melrose Place, and the Asphalt pant from Grand Running Club.

This moto jacket... it's probably the most expensive item we've ever offered and that's why I love it. This type of jacket would retail for close to \$1,000 at any other retailer, but obviously we found a way to keep the quality without the huge price tag.

The Mojave hoodie from Melrose Place also represents luxury without having to break your wallet. I'd rather spend the money on tequila. It's constructed from French Terry cotton and feels amazing. Again, what we charge is nominal considering our competition.

Finally, these are my go-to pants of 2020; The Asphalt joggers from GRC. This pant is absolutely incredible and I literally haven't worn anything else during 2020. Not only are they one of the most comfortable pants we've ever made, but they don't look like regular joggers so you don't need to worry about anybody calling you a bum. You can take my word for it, or you can get a pair and try it for yourself. Up to you.



Melrose Place Kelso Tee in Black, Five Four Moto Leather Jacket, GRC Asphalt Pant in Midnight Black and New Republic Kurt Leather Shoe in Triple White



(Left to Right) Five Four Luther Leather Wallet, Five Four Moto Leather Jacket, Melrose Place Kelso Tee in Black, GRC Asphalt Pant in Midnight Black and New Republic Kurt Leather Shoe in White/Black

Where to wear your Winter package



We designed the Winter core package to be as versatile as possible, making it easy to style no matter the occasion. From elevated to on-the-go style, check out the different ways you can debut your new premium outfit on the page below.

BUSINESS MEETING



(Left to Right) Model is wearing Five Four Werk Jacket in Midnight Blue, Arrowhead Buttondown in Navy, Chavenette Crewneck Sweater in Navy, Ferdi Heavy Wash Jeans and New Republic Kurt Leather Shoe in Ice Gray



Werk Jacket
Five Four
\$145 MSRP



Morzine Mockneck Sweater
Five Four
\$52 MSRP

Ferdi Heavy Wash Jeans
Five Four
\$65 MSRP

Hiding your button-down under a sweater gives off enough of a “business” vibe without being too formal. It also provides layering for those chilly Winter months. Finish it off with a coat to complete the look.

Arrowhead Buttondown
Five Four
\$50 MSRP

AFTERNOON COFFEE RUN

Running low on groceries? Got laundry to clean? Just overall need to get out of the house? Throw on one of our French Terry hoodies from Melrose Place with the Verbier pants for a functional yet stylish outfit to debut out of the house. You'll have enough pockets to fit everything you need for the adventure. Make sure layer our long coat to stay warm, and protect your head with our wool cap.



Model is wearing Five Four Adrian Wool Cap, Melrose Place Mojave Garment Dyed Hoodie in Jet and Five Four Fury Long Coat in Cashmere.

Fury Long Coat

Five Four
\$165 MSRP



Mojave Garment Dyed Hoodie

Melrose Place
\$98 MSRP



Verbier Pant

Five Four
\$85 MSRP

What We're Talking About at Menlo HQ



Designer & Community Manager
Fairy Shih & Franck Beaulieu

Each season, we plan on having our head designer, Fairy Shih, sit down with one of our own employees to discuss the upcoming package and collection.

This season, we're pairing Franck Beaulieu, Community Manager, with Fairy to discuss the Winter collection and hear more about what went into creating it, and the best ways to wear the pieces in real life. Check it out.



Five Four Verbier Pant in Black, Renny Socks in Navy/Orange stripe and New Republic Kurt leather shoe in Triple White



Franck:

I'm pretty pumped about the denim being included in the core package, but let's be real about 2020, a lot of us aren't wearing denim on the daily like we used to. If I wanted to pair one of the tops with something else, what are my options?

Fairy:

If you are going for that dressed down, quarantine look, then look no further than our Asphalt joggers from Grand Running Club. These pants are extremely comfortable, but are a bit more formal than a pair of sweatpants so you'll look and feel good without worrying about being called a slouch. For an extra hint of casual, tie up the bungee cord at the bottom of the pant to show off your ankles like we did with the long coat and make sure you have no-show socks on.



Franck:

So one of the first pieces I spotted right away that we've never offered before is the long coat... I think it looks amazing, but I am a bit concerned about looking short given it's length. Any tips?

Fairy:

Is that something guys worry about? Haha... well you could start by folding the bottom of your pants up a little bit to show your ankles, so that people will focus more on your upper body. Make sure you are wearing a pair of socks with detail, like our Renny socks from Five Four, to complement the coat.

Grand Running Club Asphalt Pant in Midnight Black and New Republic Kurt leather shoe in Ice Gray



**Franck:**

The other item that I'm eyeing is the leather moto jacket, but I'm not down to create a 'Johnny Depp' style look. Is there a way I can rock the jacket without looking too flashy?

Fairy:

What's wrong with Johnny Depp? LOL. A hoodie is always a safe item to tone down the whole look. The Mojave hoodie from Melrose Place in our Winter capsule is the perfect piece to help this situation. I'd suggest the athletic gray colorway as it's probably the most casual and sporty version of the hoodie we offer.

Extra tip here... if you are a hat person, a wool cap or beanie is a perfect way to cover your head. With our 'Adrian' wool cap, the wool fabric elevates the causal look slightly by making the outfit look a bit more chic.



Five Four Moto Leather Jacket, Melrose Place Mojave Garment Dyed Hoodie and Five Four Adrian Wool Cap







