

OLD-WORLD TAILORING MEETS MODERN-DAY LIVING
AT MANOLO COSTA NEW YORK.

A Departure from Your Typical Atelier

New York, N.Y., July 4, 2016 – Manolo Costa New York defines the new standard for men's fine bespoke tailoring. Founded in September of 2011 by sartorial expert, Manolo Costa, this private atelier is not simply a destination for fine clothing, but also a well curated lifestyle destination in the truest sense. All clothes are carefully crafted by a team of highly skilled craftsmen, upholding the highest standards of beauty, quality and construction.

Manolo Costa New York distances itself from its contemporaries by the experience each client receives – from the guidance of its staff to the atelier itself. When a new client first sets foot in the unique, opulent environment of Manolo Costa New York, they receive a personalized experience that redefines how men shop for clothing, based on style, personal preference and undeniable luxury.



Creating finely tailored clothing runs in Manolo Costa's family, as two of his Peruvian aunts were master seamstresses who practiced their craft from home, attending to their very loyal clients and creating one-of-a-kind pieces. As the former brand ambassador for Paul Stuart – and overseeing the Purple Label division at Ralph Lauren's flagship, Rhinelander Mansion – Costa has leveraged his experiences and his innate sense of style to create the ultimate bespoke experience. His instinct has always been to get to know his clients well, to better match the clothing he creates to correspond to each man's own uniquely personal style.

When it comes to quality, Manolo Costa New York offers only the finest premium wools and cottons from the most prestigious cloth mills in the world, including Loro Piana, Cerruti, Carlo Barbera, Vitale Barberis Canonico and H. Lesser. Costa's attention to the ideal silhouette means that all garments are made specifically for each client based on precise measurements, posture and preferences. Costa's inspirations harken back primarily to the 1920's, '30s, as well as the '50s and '70s, because so much character and finesse is found in these eras.

One needs to only spend a minute or two in the atelier to understand Manolo Costa's aesthetic implicitly. Some items you might encounter are a rose-colored stingray cigar box from the 1960s, a rosewood Norgaard coffee table and an art deco brass bar cart next to a pair of Wormley chairs. At Manolo Costa New York, every beautiful object can be purchased. If clients are drawn to certain objects in the atelier during their visit, the atelier will have it personally delivered and will even advise on the most natural place for it in the home.

At Manolo Costa New York, honesty and trust go hand in hand, which is why they do not believe in the traditional practice of imposing their views onto their client, but rather proposing a new sartorial lifestyle

and – through guided conversation – coming together to view and discuss the process with a shared common language.

In addition to bespoke tailoring, Manolo Costa New York offers a seasonal capsule collection of finely curated ready-to-wear items, including ultra-fine Lambswool knits from Scotland, bench-made shoes from London. Prices for bespoke pieces start at \$255 for beautifully constructed shirts to \$3,200 for the most impeccable tuxedo. The Manolo Costa New York atelier is located at 130 1/4 East 65th Street in New York City. Clients are taken by private appointment only and appointments can be scheduled by calling 212-889-2625.

About Manolo Costa New York

With steadfast attention to tradition, style, and detail, Manolo Costa New York defines the standard of luxury for menswear. The finest bespoke tailoring, complemented by carefully curated ready-to-wear elements creates a peerless resource for men who care about presenting only their best selves to the world. Founded by style architect, Manolo Costa in September of 2011, quality, precision and hand craftsmanship are the company's watchwords. Manolo Costa New York gives each client the focused attention required to develop a deeply personal, and always distinguished, sense of style. For more information, visit www.manolocosta.com.

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MANOLO COSTA NEW YORK

Company Backgrounder

A Cut of Distinctive Proportions

Founded by style architect, Manolo Costa in September of 2011, Manolo Costa New York is a private atelier defining the standard of luxury for menswear. The finest bespoke tailoring, complemented by carefully curated ready-to-wear elements, creates a peerless resource for men who care about presenting only their best selves to the world.

Bespoke clothing is the ultimate expression of luxury—and Manolo Costa New York features a curated assortment of only the finest cloth from the most reputable mills in Italy and Great Britain. The atelier's pride in the craft of bespoke tailoring is evident in the shape and cut of the garments they create. The drape and silhouette of every piece are the perfect display of Manolo Costa's passion for delivering the ultimate sartorial outcome for every client.

The Manolo Costa Experience

Manolo Costa New York distances itself from gimmicks, so they remain true to the craft and service. Their business viewpoint is far from complicated: Make beautiful clothes, while delivering an impeccable experience, and clients will naturally return to expand their wardrobes.

Distinguishes itself from its contemporaries, Manolo Costa provides a superlative experience that is guided, so the client is never left to fend for himself. Each person is greeted with Manolo's utmost attention and expertise.

The Manolo Costa New York atelier is an admitted departure from the dark wood, red-carpeted gentleman's lounge aesthetic. When a client steps into the world of Manolo Costa New York, people feel almost immediately at ease in a world curated with life's finest objects – museum-quality lithographs, stemware from Steuben, and a rosewood Norgaard coffee table. Every beautiful object can be purchased. If somebody is drawn to certain objects in the atelier during his visit, Manolo Costa New York will have it personally delivered and even advise on the most natural place for it in the home.

Unlike other bespoke companies, Manolo Costa New York has created an atmosphere where the client's best interest is never compromised by walk-ins or sale racks, so the focus is always where it belongs: on the client. When what you do has such a positive impact in peoples lives, one can't help but want to do more, which is why Manolo Costa New York is always looking for new ways to broaden its offering by working with the best artisans in the industry.

Manolo Costa New York is redefining how men shop for clothing, with a personalized experience that is based on style, personal preference, and undeniable luxury. Their tailored clothing remains distinctively subtle, with deep-seated elegance and a sophisticated flair, with inspirations harkening back to the 1920s, '30s as well as the '50s and '70s, because so much character and finesse is to be found in these eras.

All of Manolo Costa New York garments are centered on quality, precision and craftsmanship. The company is devoted to providing each client with focused attention, while helping him develop a very distinguished and personal sense of style.

For more information about Manolo Costa New York, visit manolocosta.com For press enquiries, please contact Allen Cohen at 646-391-7721.



MANOLO COSTA NEW YORK

Manolo Costa Biography

Founder and "Style Architect"

When he founded Manolo Costa New York in 2012, Manolo Costa proudly defined a new standard for men's fine bespoke tailoring, providing every client with peerless service and the finest men's clothing in the world. He is widely known for making beautiful garments and delivering impeccable, personalized service. In so doing, he develops clients for life.



Costa's story begins far from the jagged cityscape of Manhattan, in Trujillo, Peru – nestled in the serrated mountainous terrain of the Andes. And while his family's history is rooted in Spain, Italy and Portugal, his Inca bloodline runs very thick. It's no surprise that he has risen to the top of the bespoke world, since creating finely tailored clothing runs in his family. (Two of his Peruvian aunts were master seamstress who practiced their craft from home, attending to their very loyal clients and creating one-of-a-kind pieces.) It's crucial to note here that handmade textiles not only represent an ancient tradition, but also remain a part of everyday life in Peru and other Andean cultures. Costa harkens back to this tradition, bringing personalized design and hand-made quality back to the forefront of luxury men's fashion.

Prior to founding his own bespoke atelier, Costa developed a strong bond with creative director Ralph Auriemma at luxury retailer, Paul Stuart. Auriemma quickly took Costa under his wing and began exposing him to all the details and references that would one day underpin Manolo Costa New York. During their time working together, the Phineas Cole brand was born, and Costa was named the brand's ambassador.

Later, working for Ralph Lauren, Costa led a team of 25 people in refining and defining the ultimate luxury shopping experience. He directly oversaw the Purple Label division at the flagship Rhinelander Mansion.

Working under these two legendary menswear icons, Costa developed and honed his personal aesthetic, setting him on his current path to provide every client with peerless service and the finest men's clothing in the world.

Costa currently lives in Connecticut – and his *pied-à-terre* in New York City – with his wife and two children.

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MANOLO COSTA NEW YORK

Frequently Asked Questions

What is bespoke clothing?

Bespoke clothing is the ultimate expression of luxury. The term “bespoke”, dating back to 18th-century England, literally meant that a selection of fabric was ‘bespoken for’ a customer. Today the term refers to a garment that is specially made for a customer without the use of a pre-existing pattern. Manolo Costa New York begins cutting fabric only after a customer’s order is placed and specific measurements are confirmed.



What types of bespoke clothing does Manolo Costa New York offer?

Manolo Costa New York offers a complete collection of fully bespoke clothing for business, social and special events, including suits, shirts, trousers, blazers, tuxedos, overcoats, and accessories. Each article of clothing, carefully crafted by a team of highly skilled craftsmen, reflects Manolo’s commitment to impeccable quality and flawless attention to detail.

How does Manolo Costa New York differ from other luxury clothiers?

Manolo Costa New York is redefining how men shop for clothing, with a personalized experience that is based on style, personal preference, and quiet, yet undeniable luxury. Unlike other bespoke tailors, clients don’t come for the open bar. Instead, they crave the expert advice that they know awaits them. Manolo Costa’s instinct has always been to get to know his clients well, to better match the clothing he creates to correspond to their own uniquely personal style. Manolo Costa New York also distances itself from gimmicks, so the atelier remains true to the craft and service. It’s not complicated: they make beautiful clothes while delivering an impeccable shopping experience and clients will naturally return to expand their wardrobes.

What is the Manolo Costa New York sartorial aesthetic?

Proportions dictate the balance of every garment created by Manolo Costa New York – the silhouette not only needs to be visually appealing, but it also has to feel right. Manolo Costa chooses the finest cloth and other materials that withstand the test of time. They are simple, yet incredibly beautiful – and each article of clothing reflects Manolo Costa’s commitment to impeccable quality standards and flawless attention to detail. With deep-seated elegance and a sophisticated flair, Manolo Costa’s inspirations harken back primarily to the 1920s, ‘30s as well as the ‘50s and ‘70s, because so much character and finesse is to be found in these eras.

Tell me about the atelier itself: What is it like?

The Manolo Costa New York atelier is an admitted departure from the dark wood, red-carpeted gentleman’s lounge aesthetic. When they step into the atelier, clients immediately feel at ease in a world curated with life’s finest objects, such as museum-quality lithographs, stemware from Steuben, and a rosewood Norgaard coffee table. Every beautiful object can be purchased. If somebody is drawn to certain objects in the atelier during his visit, Manolo Costa will have it personally delivered and even advise on the most natural place for it in the home.



How does Manolo Costa New York offer a “better experience” to its clients?

Manolo Costa New York distinguishes itself from its contemporaries, with a client experience that is guided, so he is never left to guess for himself. Each client is greeted with a painstakingly conceived proposal of cloth and wardrobe options in a rarified atmosphere where the client’s best interest is never compromised by walk-

ins or sale racks, so the focus is always where it belongs: on the client. Above all, the Manolo Costa New York experience looks after the most luxurious aspect of the client experience and life itself: time.

What is the Manolo Costa New York process for creating bespoke clothing?

Once a client has made an appointment, the staff prepares for his visit – because anticipating the client’s every need is just as important as delivering the promise – so fabric choices are arranged, coordinated, and ready to view. After the cloth is selected by the client, two more fittings await: the first fitting is approximately three weeks later, and the final fitting is approximately three weeks after that. The first fitting is a basted garment, where the balance of the garment and its incipient contours are painstakingly assessed. During this fitting all of the garment’s proportions are finely adjusted to ensure the ideal silhouette for each client. In the second “slip-on” fitting, all seams have been set permanently and buttonholes await final inspection and approval. New clients can expect delivery approximately eight weeks after the clothing is ordered; for existing clients, delivery time decreases to just four or five weeks.



What is the cut of Manolo Costa New York’s suits?

There is no single “cut” that is foisted upon various clients indiscriminately. Instead, The drape and silhouette of every piece are the perfect display of Manolo Costa’s passion for delivering the ultimate unique sartorial outcome for every client. Proportions dictate the balance of every garment created – it not only needs to be visually appealing, but it also has to feel right. The aesthetic of Manolo Costa New York always speaks louder than words, because they pay close attention to details that can be overlooked by less-discerning ateliers.

Who is Manolo Costa?

Manolo Costa moved to New York City from Lima, Peru, but it did not take him long to make his mark in the world of men’s fashion. Costa’s experience comes from the best in luxury men’s clothing. At Paul Stuart, Manolo Costa developed a strong bond with creative director Ralph Auriemma. Auriemma quickly took Manolo under his wing and began exposing him to all the details and references that would one day underpin Manolo Costa New York. During their time working together, the Phineas Cole brand was born, and Manolo was named the brand’s ambassador. At Ralph Lauren, Manolo Costa led a team of 25 people in refining and defining the ultimate luxury shopping experience. He directly oversaw the Purple Label division at the flagship Rhineland Mansion. He eventually founded Manolo Costa New York in September of 2011.

What are the current price ranges for Manolo Costa New York clothing?

At Manolo Costa New York, Bespoke shirts start at \$255, with a minimum order of four shirts. Bespoke suits start at \$2,600. Sportcoats start at \$2,200. Trousers start at \$500, with a minimum order of two pair. Tuxedos start at \$3,200.

Where can people purchase Manolo Costa New York clothing?

The Manolo Costa New York atelier is located at 130 1/4 East 65th Street in New York City. The phone number is 212-889-2625.

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