



Fairclough & Co.
102 Middleton Drive • Charlotte, NC

NEWS

Winter Issue • 2003

The Cure for Christmas Shopping Stress



Every year at this time people complain that a holiday meant to bring a message of peace has become, for too many of us, the most stressful, anxious and even depressing season of the year.

We agree it should not be that way. But at Fairclough & Co., this season represents a significant portion of our annual business, as it does for most retailers, so we would be hypocritical indeed to complain about Christmas shopping. What we can do, however, is make your

Christmas shopping experience less stressful and more enjoyable - at least when you get to the men on your list. Here's why:

1. You can almost always park just a few feet from our front door.
2. While we tend to be busier than usual this time of year, you won't encounter the frantic, pushy crowds you find at the mall.
3. We won't hover over you trying to persuade you to buy something, but when you make your selections, you won't have to wait or search in frustration for a clerk to take your money or your credit card. We'll be there when you need us - to answer questions, to offer suggestions if you ask, to handle your transactions. If you need your purchases gift-wrapped, we'll do it, on the spot.
4. Selecting gifts for men is notoriously difficult. We all have heard the jokes about how those awful ties men get for Christmas. But you can be sure that almost anything you might pick for him at Fairclough & Co. will be something he'll like. We don't try to stock something for every taste. Everything here is carefully selected to appeal to a gentleman's traditional taste - generally conservative, but not at all boring. And if you do come up with something that isn't exactly what he would have picked, we're always happy to let him choose something in exchange.
5. Some people believe a gift certificate is just too impersonal. But we can tell you from long experience that few gifts are as welcome among our customers as a gift certificate from Fairclough & Co.

Come by this year and let us show you how pleasant, relaxed and confident Christmas shopping can be.

Meanwhile, we wish you and yours a holiday season full of joy and serenity, and a healthy, happy and prosperous New Year.

From Santa's Helpers...



Paul Haddock John Bryant Liz Stevenson

The 'In' Sport Shirt for Fall

Even with suits making a comeback at the office, the more casual approach to after-hours, weekend and resort dressing is probably here to stay. That doesn't mean a ratty old t-shirt can get you from where you are to where you want to be. If you don't dress as if you respect yourself, how can you expect respect from anyone else?

The casual look means your casual shirt wardrobe is more important than ever. Dark cottons are the "in" sport shirt for fall this year, and at Fairclough & Co. we think we have the best selection in town.

Our most popular line of sport shirts is from Scott Barber, and this fall Scott has come up with beautiful dark checks and plaids in rich colors, with deep button-down collars that stand tall and look great under a sweater, sport coat or blazer.

One of the most attractive looks to emerge in the tieless era of casual elegance is the blazer or tweed sport coat with an open collar shirt. This fall we have what we believe is the perfect shirt to wear under a blazer or sport coat on

those occasions when you're debating whether or not to wear a tie, and would rather not. They're super oxford button-down sport shirts.

They're made like the classic button-down dress shirt, but they don't make you look as if you're supposed to be wearing a tie but aren't. They come in bright colors that don't beg for a tie to look complete, which means they look great with the collar open under tweed or navy twill or flannel. We have them in maize, pink, pale lavender and sunset, and they also look terrific under a sweater.

Another great look - and feel - for fall and winter is our Windsor Lake line of hefty cotton twills in bold checks and plaids, featuring lots of rich reds and burgundies.

If you think all Bill's Khakis are worn from the waist down, think again. Bill's Khakis shirts capture that classic British-expatriates-in-Kenya-in-the-1920s look, but without a lot of fussy, extraneous, pretentious details. They're built to Bill's Khakis structural standards, in crisp cotton poplin, in earthy shades of khaki and stone.

'The Uniform of Official Power'

"If a man runs for president, interviews for a highlevel job, or needs a good table at a smart restaurant, chances are he'll be wearing a suit. The tailored jacket with matching trousers remains the uniform of official power, suggesting civility, diplomacy and physical self-control. Suits have a way of looking superior..."

— *Dressing The Man,*
by Alan Flusser

Fall is a great time to freshen up your business wardrobe with a new suit or two - or three (see Suit Package, below).

At Fairclough & Co. you can be sure your new suit will fit and flatter your frame, demonstrate your good taste and express your individual style. You can also be sure of honest value, whatever price you pay.

We believe budget considerations are as personal and individual as style, color and fabric preferences. Just as we offer many fabrics and colors and design details in our selection of suits, we also offer a range of prices and "suit package" interestfree payment options.

Whatever the price, you'll get your money's worth at Fairclough & Co. That means the more you pay, the higher the quality of construction and fabric. (That isn't always true of some of the "designer" suits at other stores.) But any suit from Fairclough & Co. will fit well, look good and give you many years of comfortable wear and confidence in your appearance.

Fit is crucial. The power look backfires if the button of the jacket is about to pop off from the strain, or the collar leaves room for someone to pour a pitcher of water down your back, or the trouser cuffs drag the floor or flash your socks when you're standing still.

A suit that doesn't fit well may be better for the workplace than your birthday suit, but that's about the most you can say about it. An expensive suit that doesn't fit well says a lot about a man - all of it unflattering, if not downright derogatory.

There are a few people who can get away with an ill-fitting suit, of course - authentic rumples geniuses in math or music or the fine arts, perhaps. On anyone else, a suit that doesn't fit suggests that the wearer, no matter how much he has spent, just doesn't quite get it.

That's why our small but impressively experienced staff of perfectionists at Fairclough

& Co. will not let you out of the store in a suit that doesn't fit.

HILTON Q<2

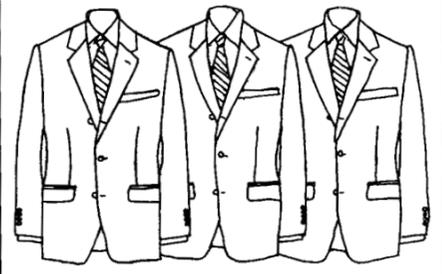
Custom fit and individual style in a suit or sport coat no longer require several visits to tailors in New York City or London, with many weeks of waiting for the finished product, at a cost of thousands of dollars

Now, at Fairclough & Co., we can offer an alternative. Our most trusted source of quality tailored clothing has created an exciting new program called Q<2. You choose the fabric and specify the details: twobutton front or three; center vent, side vents or no vent; plain-front or pleated trousers, etc. We take your measurements, and within two weeks you have a custom-fit, custom-designed suit or sport coat and trousers.

The price for a custom Q<2 suit, depending on fabric, ranges from less than \$800 to \$1,395.

The Q<2 program is also available in our wardrobe-building suit package: three custom suits and four custom shirts at a price and terms custom-tailored for your budget - \$2,400, sales tax and alterations included, payable at \$200 per month for 12 months with no interest.

Fairclough & Co. Suit Packages



Our Q<2 Custom Package

(Quality Custom Suits in Two Weeks)

- Three Made-to-Measure Suits
- Four Custom Shirts (6 week delivery)
- \$2400 or \$200 per month,* interest free

Our Super 100s Package

- Three Super 100s Suits
- Three Ties (up to \$65)
- \$1800 or \$150 per month,* interest free

Our Original 3 Suit Package

- Three Suit Separate Suits
- Three Ties (up to \$65)
- \$1200 or \$100 per month,* interest free

*all sales tax and alterations included



Fairclough & Co.

102 Middleton Dr. ♦ Charlotte, NC 28207
704/331-0001

www.faircloughonline.com

A Fall Feast of Bill's Khakis

You may be wondering how Bill's Khakis can keep coming up with new fabrics and colors and still be Bill's Khakis.

Just think of it as a benign paradox.

And trust us, it works.

For example, consider Bill's Khakis corduroys.

Other corduroys tend to the extremes. Some try to see who can boast the widest wales, and they end up looking like velvet with grooves. Do you really want to wear velvet britches? Others offer those wimpy narrow wales - sort of like fuzzy seersucker.

Bill's Khakis corduroys are right down the middle - a six-wale corduroy for true corduroy heft, drape and character. And they come in six colors so good-looking that if you buy fewer than six pair you'll have a hard time choosing: olive, khaki, stone, admiral blue, mustard and go-witheverything black.

This fall we also offer new colors in Bill's rugged canvas - charcoal, tobacco, olive and sand. They're available in plain fronts or pleats. Put on a pair and walk around the block and you might find yourself fantasizing about deep country hikes or African safaris.

In Bill's traditional twill, there's a new fall shade called mushroom to go with the venerable khaki, stone, olive, black

and British khaki twills.

And this fall is a great time to discover the best-kept secret in men's casual wear: Bill's Khakis Sport Utility Trousers. Not many of our customers have tried them, but those who have come back for more. The blend of 60% cotton, 38% wool and 2% Lycra comes in charcoal, khaki and stone, and, new this fall,

British khaki. It's the dressiest model in the Bill's Khakis line - great with a golf shirt, a sweater and button-down, or under a tweed coat or blazer.

If you like lighter-weight trousers even in fall and winter, we stock Bill's Khakis poplins year-round.

Whatever the fabric or color, the unchanging characteristics that make them Bill's

Khakis are the integrity of design and the quality of construction. If you already have Bill's Khakis in your closet, you know what we mean. If you don't, this fall is a great time to find out why Bill's Khakis are, among men who know and appreciate quality and traditional style, the most popular casual trousers in the world.



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102 Middleton Drive Charlotte, N.C. 28207 • 704-331-0001

Athletic Shoe Comfort with Alden Quality and Good Looks



If you board an airplane these days, or go shopping at the mall, or go out to breakfast on a Saturday, you'll see a lot of men wearing athletic shoes. They're not athletes, of course, and chances are they rarely do anything more athletic than walking from where they are to where they need to be. They're wearing athletic shoes because athletic shoes are comfortable, and if you do have to walk a long distance - as you sometimes have to do when you travel - they can be much kinder to your feet than business shoes or even loafers.

The problem is, unless you're jogging or playing tennis or handball or volleyball or touch football or softball or some other sport, they look ridiculous.

And you just can't get away with wearing them if you're on a business trip and have to arrive ready for business.

Now there's an alternative.

Alden - the great classic American shoemaker - has designed and hand-crafted some serious, and seriously comfortable, walking shoes that look as great at

the office as they do with your favorite weekend khakis.

They're available in several models and colors, including moc-toe and plain-toe bluchers, some with crepe rubber soles, all with orthopedic cushioned insoles, all in quality leathers you can polish and brush to an elegant sheen, all with Alden's traditional all-but-indestructible durability.

Your feet will love them, especially if you're a long way to or from gate at the airport, or if you want to use your lunch break for a healthy, stress-relieving midway walk. They're also perfect for a brisk walk around the neighborhood or a long weekend stroll.

They're perfect travel shoes, keeping your feet comfortable on the way and looking great with a suit or sport coat after you get there - which means one fewer pair of shoes to pack.

Athletic shoes are great for sports. For every other occasion when the comfort and health of your feet are at issue, Alden's go-anywhere walking shoes are what you need.

Sweater Weather



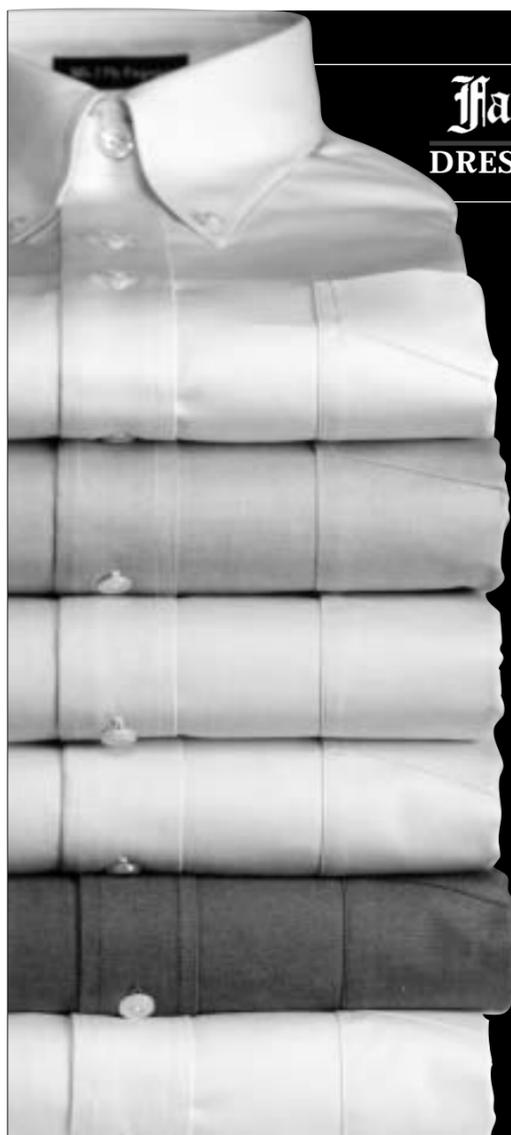
You've heard it called "sweater weather." You've probably even used the term yourself, on an autumn day when dry leaves are swirling in the breeze and rustling along the street and there is a sharp chill in the air and you have the urge to turn up your coat collar.

No doubt it's called "sweater weather" because nothing else you can wear feels as good as a warm sweater on a cold day. And few things look as good on you.

The sweater collection at Fairclough ~ Co. this fall is perhaps the most colorful and interesting we've ever had. Just a couple of examples:

- Alan Paine lambswool v-necks in bright red, pale yellow, purple and blood orange, along with the more conservative charcoal and camel. They're great for cold-weather golf or walking the dog, and under a gloomy winter sky they can lift your spirits and those of everyone who sees you.

- Our own merino wools in crew and v-necks, in distinctive herringbone and checkerboard patterns in cool-weather shades of gray, navy and taupe. There are plenty more, of course, including cashmeres, polo collars and classic shetlands. Come see them all. But we warn you: They're hard to resist.



Fairclough & Co.
DRESS SHIRT CLASSICS

"Don't Forget The Basics"

80'S 2PLY PINPOINT OXFORD SOLIDS
\$59.50
3 FOR \$149.00

■ ■ ■
EGYPTIAN COTTON CLASSICS
\$65.00
3 FOR \$159.00

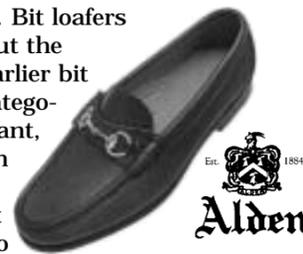
■ ■ ■
CAMBRIDGE OXFORD SOLIDS
\$55.00
3 FOR \$138.00

Again, the Alden Bit Loafer

A year or so ago we were proud to introduce the Alden bit loafer. We admitted that Alden was a bit late with the bit. Bit loafers had been around for at least half a century. But the Alden version was worth waiting for. A lot of earlier bit loafers were barely out of the bedroom-shoe category. Alden bit loafers were just as slim and elegant, but sturdily built, with a little more sole, which gave it, pardon us, a little more soul.

Just as we thought, you wanted them. But Alden ran into difficulties getting them made to Alden's uncompromising standards, and suddenly the demand was way ahead of the supply. Some of you were frustrated, and so were we.

Now we're happy to report that the Alden bit loafer is back, crafted of supple calfskin in dark brown, black and cognac. We have them in stock, and if we don't have your size, we can get it promptly.



Est. 1884
Alden



SCOTT BARBER

refined relaxed sportswear

If you just can't decide...

	Fairclough & Co. 102 Middleton Drive Charlotte, NC 28207 (704) 331-0001	No 0000 _____ 20 _____
	PAY TO THE ORDER OF _____ \$ _____	_____ DOLLARS
GIFT CERTIFICATE <small>GIFT CERTIFICATES EXPIRE 12 MONTHS FROM THE DATE OF ISSUE. THERE ARE NO EXCEPTIONS. GIFT CERTIFICATES ARE NOT REFUNDABLE NOR TRANSFERABLE.</small>		
Presented by _____ Authorized by _____		

The Tale of the Tweeds

Nothing says fall like a fine tweed fabric, and one of the pleasures of tweed is the variety of patterns and textures. But that same variety can also be confusing. To help you keep track of what's what, here's a basic glossary of tweeds:

- Perhaps the best-known name in tweed, and the quintessential tweed fabric, is Harris Tweed. It's very tweedy, meaning comfortably rough to the hand, hard-wearing, and typically comes in a stubble pattern and in the colors of the landscape, sea and sky. There are other similar tweeds, but to be labeled Harris Tweed it has to be of wool woven in the Outer Hebrides.

- The most traditional pattern for tweed sport coats is probably the herringbone. The typical herringbone colors - grays, tans, browns and blue-grays - along with the small neat diagonal pattern creates a look that is at once conservative and sporty. A variation on the herringbone pattern is called, appropriately, the varied herringbone, in which one or more additional, contrasting colors are woven into the basic two-tone fabric. Among the most colorful tweeds are the checks - houndstooth and shepherd's check being the most prominent

versions. The houndstooth is the smaller check, making for a rather busy pattern that can be woven in two or more colors. The shepherd's check is essentially the same pattern, but larger and bolder. Checks are the classic sporting look, but of all the tweeds, they can be the trickiest to coordinate with other patterns. Cheviot, a tough worsted woven from the wool of the Cheviot sheep, usually features sections of small, neat checks combined with blocks of larger checks, sometimes with the colors of the checks forming a stripe pattern. It is the classic English country suit fabric. One of the crispest looks for fall and winter is the Donegal tweed, usually woven in a medium weight in shades of brown or gray finely mixed with white, and with random occasional flecks of other colors. Unlike some of the other tweeds, it mixes easily and attractively with other patterns in shirts and ties. It's particularly good-looking with a tattersall check shirt. A Donegal tweed makes a very handsome suit.

You'll find good-looking examples of many of these tweeds on the racks at Fairclough & Co., and an almost infinite variety in our swatches.

The Perfect Casual Alternative

If you're concerned about being too casual on casual Fridays, or any other day, for that matter, the perfect alternative to a business suit is a sport coat - with or without a tie, depending on tastes and circumstances.

And choosing a new tweed sport coat is a great fall tradition.

Almost everything you've read about buying a suit at Fairclough & Co. applies as well to sport coats. You can pick the fabric from our huge collection of swatches, and specify styling details, from special orders all the way to full custom.

But we also have a great selection in the store this fall and, especially with bolder patterns, there's a lot to be said for seeing yourself in the coat before making a choice.

You can select off-the-rack from sport coats by Samuelsohn, Oliver, Burberry and Polo. Among our favorites this fall are a Prince of Wales plaid in gray with a faint lavender deco overplaid and a brown and cream herringbone. We have traditional two-button and three-button styles with center vents or side vents, and a British-flavored

model with three buttons and side vents.

As always, we also have navy blazers by the same reliable makers.

All our sport coats and blazers will look great with your Bill's Khakis, of course. But for dressier or more serious occasions, you can coordinate your sport coat or blazer (new or old) with selections from our outstanding display of trousers, ranging from muted solids in flannel, gabardine and wool twills to tweeds and plaids that look terrific with a sweater.



Browsing the Store

Fairclough & Co. is a relatively small and cozy store, but our nooks and crannies are stocked with stuff well worth seeking out.

Normally we don't mention unmentionables, but we can't resist bragging about our new Tweed Peacock t-shirts and boxers. The shirts will be the most comfortable you've ever worn, because they're a wonderfully soft pure white pima cotton knit, precisely the perfect weight, and the label is at the hem, so it doesn't rub against the back of your neck.

These luxurious t-shirts cost barely more than ordinary t-shirts, and in fact a bit less than a lot of the dyed t-shirts you'll find in mail-order catalogs.

The legend is that Clark Gable almost ruined the undershirt business when he took off his shirt in a movie and there was nothing underneath but skin. But if old Clark were around today, he'd be wearing one of these t-shirts.

The boxers come in white, blue and checks, are beautifully made of fine fabric and, again, cost just a little more than run-of-the-mill department store boxers.

Even if you favor the sockless

look for casual wear in summer, it's too cool for that now. If you need to wear socks, why not wear socks that say as much about your style and personality as the bare ankles did a couple of months ago. Check out our British-made casual socks in a wide range of bold colors and patterns, including some tweedy argyles that are perfect with loafers and khakis.

The resurgence of the suit means ties are more important to your wardrobe this fall than they may have been for the past few years. Our popular and individualistic Vineyard Vines line has a rich new fall palette to match its new fall patterns, which include autumn leaves, pheasants and hunting dogs. Atkinson's silk and wool ties have a crisper look and feel than pure silk and are available in stripes and classic prints. And we have a great selection of paisleys, which make a great team with fall sport coats.

The Fairclough & Co. reptile cage is full this fall, but not at all frightening. What it's full of is wallets, belts, including some with interchangeable silver and gold buckles, and watch bands. You'd be amazed at what a new alligator band can do for a classic old watch.



FORMAL WEAR FOR THE HOLIDAYS

Does your tuxedo still fit?

If not, don't wait until the last minute.

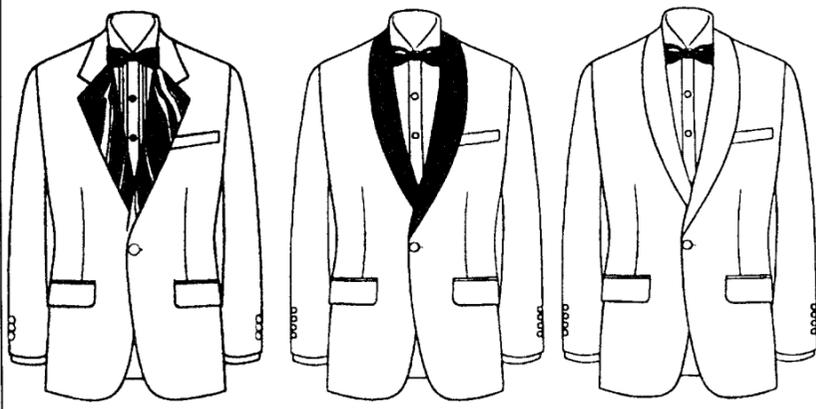
We offer tuxedos from H. Oritsky in notch and shawl lapels, with plain or pleated trousers from \$595.00 to \$625.00

Sizes from 37 Short to 52 Extra Long

Our best tuxedo from Samuelsohn is hand tailored with superior detailing at \$850.00

Custom made tuxedos are also available from Samuelsohn, H. Oritsky and Hilton-Q<2.

We carry a full line of formal shirts, vests, cummerbund sets, braces and jewelry.





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Printed by Mullen Publications, Inc.