



COOL, CRISP AND CREASELESS

Fresco performance fabrics from Gladson stand the test of time.

Performance is a relatively new term for fabrics that are extraordinary in one way or another. However, the history of performance fabrics is a relatively long one starting, perhaps, back in 1907, when Fresco, the original and ultimate travel suit, was patented and introduced by Martin Sons and Co., in England. Fresco was truly extraordinary. In fact, 60 years later, Fred Lintott, then joint managing director of Huntsman (of Savile Row) was stranded at Chicago's O'Hare International Airport during one of the worst snowstorms of the century, and said he "rolled the jacket of his gray Fresco suit into a pillow and used it for three nights." What shocked and pleased him was that, "the coat was creaseless by breakfast each morning."

This amazing all-wool fabric was ventilated to keep the wearer cool, crisp in its look and feel, and totally crease resistant, naturally, due to the way it was woven. Fresco was so ahead of its time, in fact, that no other natural suit fabric, up through today, has ever had all of its qualities and benefits. That's why Gladson is delighted to offer Fresco by Hardy Minnis exclusively in the United States, helping you create the finest custom-made performance suits available, as a result of its acquisition of the storied English mill, Huddersfield Fine Worsteds, in 2009.

Truly a sophisticated cloth for people who understand quality, Fresco is available in a range of 53 styles including solid colors and classic suiting patterns across four weights and qualities. You'll be amazed at the crisp, lively feel of Fresco and the unique properties resulting from high twist applied to wool from crossbred sheep, which produce a yarn that is long staple with luster and crimp which is then folded to give it exceptional performance. In development for spring/summer 2016 release is a new quality code-named "Fresco-Lite" which will be added to the collection.

And, when you visit Gladson at the trade shows or in their show-

room, you should ask to see the new Bedlam collection, an unparalleled assortment of "insanely elegant" sartorial suitings featuring melange twist top-dyed yarns unique in the market. The design team loves the name because they "lost their minds" reworking and refining each swatch for maximum dimension, movement and eye appeal. You'd be crazy to pass them up. For more info, contact Cheryl Lange Clange@gladsonltd.com or 855-343-6373.

