



BRANDS Note

WORK HARD, PLAY HARD

In our industry, we are always concerned with aesthetics. How does this polo look? How do these patterns coordinate? Do these colors go together? It's a visual world that we live in . . . so much so, that we often forget the most important question one can ask about any brand, style or outfit: how does it make us feel?

In this edition of BRANDS, we tackle two of the most significant aspects of our lives: work and play. While completely opposite on the surface, these two types of activity have several things in common. Both are important to a well-balanced life. Both can be very time-consuming. Most importantly, both require one to be in the correct frame of mind to accomplish their goals. In other words, a good day at work or play requires one to "feel" it.

That being said, choosing the appropriate apparel is a huge part of creating the proper vibe for success. For work, professional fashions and durable styles built to withstand the rigors of the job at hand are paramount to success, while playtime always benefits from comfort, function and fashionable fun. You'll find examples of all of the above throughout this issue, along with some unique insights about work, play and how they fit into our lives.

With the polo being such a popular choice for both business and fun, we've supplied some tips on how to pick one. Different groups have different needs, and we've broken down the most pertinent options.

Let's not limit ourselves by only thinking old-school—not when the future looks so bright. Looking at the work apparel trends of the next generation and understanding what they'll be wearing at work can only help us to figure out what style choices will likely win their hearts.

Speaking of winning hearts, one surefire way to do that is via the gesture of corporate gifting. We explain the rhyme and reason behind it and offer lots of suggestions to help choose the right gift for any recipient.

We've also included the usual curated assortment of in-demand products from our hottest brands, along with even more information on how to wear and customize them. We've even added a slew of fun factoids that make great conversation pieces even outside of work.

Bottom line: work is important, and play is important. Dressing for the occasion? Absolutely crucial. Enjoy the issue!