



## GAP LAUNCHES THIRD LIMITED EDITION COLLECTION WITH GQ'S BEST NEW MENSWEAR DESIGNERS IN AMERICA

*Brooklyn Tailors, En Noir, John Elliott + Co, And M.Nii Create A Limited Edition Menswear Collection For Gap, Which Will Be Available At The Shoppes At Marina Bay Sands.*

**Singapore, September 19, 2014** – Gap is pleased to unveil the brand's third exclusive menswear collection designed by GQ's four Best New Menswear Designers in America for 2014. Following the two previous years' successful collaborations, this year's collection highlights each designer's perspective on classic menswear pieces.

GQ's Best New Menswear Designers in America project was established in 2007 to advance and bring attention to emerging American menswear designers. The recognised designers were selected by GQ's editor-in-chief, Jim Nelson, creative director, Jim Moore, and the magazine's fashion editors to take part in a mentoring programme led by GQ and Gap.

"This collaboration and what it offers to the Gap customer just gets better and better as we continue to work with new designers who have such passionate and unique points of view," said Tony Kretten, Gap Vice President of Global Menswear Design. "This year we were able to capture the distinct style and specialty that each designer is known for while staying true to Gap's casual American style. We can't wait to share it with our customers around the globe."

"This year's group of Best New Menswear Designers in America represents the four tribes of modern American style today," said GQ creative director, Jim Moore. "It is our most diverse group of designers to date, drawing influences from street culture, surf style, sartorial tradition and athletic wear with an edge. We are proud to be partnering once again with Gap to bring these talented and inspiring designs to cities all over the world."

The four designers below, along with the pieces from their limited edition Gap capsule collections, will be featured in a special ten-page advertising insert in the October 2014 issue of GQ.

- **Brooklyn Tailors'** Daniel Lewis drew inspiration from some of his favourite bands like the Rolling Stones for his tailored classics, setting himself apart with the use of high-end fabrics like donegal wool, cashmere and hemp.
- **En Noir's** designer, Rob Garcia, reimagines basics like tanks and sweatpants in their leather forms, epitomising monochromatic minimalism.
- John Elliott, designer of **John Elliott + Co**, creates his collections to layer, giving his looks a decidedly long and slim silhouette.
- **M.Nii's** John Moore channels the spirit of the original M.Nii, a Hawaiian tailoring shop, when designing his retro styled trunks, tees and trousers.

The collection includes tailored blazers and trousers, tweed ties, leather jackets, graphic and classic tees, sweatshirts, sweatpants, denim, hoodies, field jackets and Oxfords, as well as bonded mac overcoats. With prices ranging from \$50 for classic tees to \$550 for black

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leather hoodies, the collection will be exclusively available at the Gap store in The Shoppes At Marina Bay Sands in October.

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#### **About GQ**

GQ is the leading men's general interest magazine, with a monthly readership of 7 million readers. It is available in print, online at [www.GQ.com](http://www.GQ.com), and as an app at iTunes.com. The magazine is published by Condé Nast, a division of Advance Publications. Condé Nast operates in 25 countries and is the world leader in exceptional content creation.

#### **About Gap Inc.**

Gap Inc. is a leading global retailer offering clothing, accessories, and personal care products for men, women, children, and babies under the Gap, Banana Republic, Old Navy, Piperlime, Athleta, and Intermix brands. Fiscal year 2013 net sales were \$16.1 billion. Gap Inc. products are available for purchase in more than 90 countries worldwide through about 3,100 company-operated stores, over 350 franchise stores and e-commerce sites. For more information, please visit [www.gapinc.com](http://www.gapinc.com).

#### **About F J Benjamin**

F J Benjamin Holdings Ltd is a leader in building brands and developing retail and distribution networks for international luxury and lifestyle labels across Asia. For more information, please visit [www.fjbenjamin.com](http://www.fjbenjamin.com).

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