

FOR IMMEDIATE RELEASE  
Desiree Bryant  
Bryant Media Group, Inc.  
media@keithlloyd.com  
888.412.8968 ext. 21



## **Keith Lloyd Couture Spring 2011 Trunk Show March 29th to 31st, New York**

Keith Lloyd Couture, a premier fashion design and bespoke tailoring house in New York City, is announcing its Spring 2011 Trunk Show from March 29 to 31st. The reservation-only event will be held at 730 5<sup>th</sup> Avenue from 8:00 am to 7:00 pm and will feature its fashion designs in Spring business wear, outerwear, casual wear and formal wear.

Keith Lloyd is inviting men and women interested in receiving the finest consultation in wardrobe design and hand-tailored apparel with up to a 60% discount for this trunk show, which will also feature the company's exclusive fabrics. The company plans to show attendees of the event the Keith Lloyd experience - having a wardrobe designed just for the client as well as made to fit perfectly. Some of the highlights of this trunk show will be:

- Custom tailored suits for him or her starting at \$1,500
- Three hand tailored shirts starting at \$450
- Featured fabrics for male include Vitale Barbaris Canonico and Piacenza
- Featured fabrics for females include Valentino, Emanuel Ungaro and Carnet de Paris

The trunk show will feature female gala and cocktail and special weekends “Hamptons” wear collections as well as custom travel bags and belts. Some new designs that will be featured are new shirts for female and the Ultimate Summer/Spring suit made of 100% bamboo, which has superior ventilation properties, and other summer suits made from cotton (seer suckers and twill). Another highlight will be the new Black Tie collection for the Lux Tux, denim jackets, and Perfect Jeans in shorts and pants.

Keith Lloyd Couture's recognition in both fashion design and bespoke tailoring is a result of its unique business model that focuses on personalized service. Co-founders, Tyrone and Vihara Whittle, have created this model out of their dedication to providing clients with proprietary designs and the made to fit perfectly look that is not available with off-the-rack apparel. All clients receive a personal consultation, at home, office or at the fashion house by appointment only.

Those who would like to attend the event may call 646.502.7521 for a reservation or email [trunkshows@keithlloyd.com](mailto:trunkshows@keithlloyd.com).

### **About Keith Lloyd Couture**

Keith Lloyd Couture is an appointment-only couture house in New York City. The company combines fashion design and hand tailoring to create unique designs for discerning customers. Keith Lloyd designs have been described by *GQ Magazine* as “very well cut” and conveying “wealth and finesse.” In addition to *GQ Magazine*, the company's designs have been featured in *Southern Wedding Magazine* and *Quest*, and has donated their fashions to important fundraisers, such as the *New York Junior League Winter Ball* honoring female volunteers and providing business attire to unemployed job seekers. The company's high-tech approach to leveraging the global supply chain pricing means clients get the best quality possible, in addition to unrivaled value. With business, casual, outer and formal wear—and a selection of over 3,000 of the world's finest fabrics to choose from—clients relish in clothing of choice, not of chance. For more information, visit [www.keithlloyd.com](http://www.keithlloyd.com) or call 646.502.7521.