



PRESS RELEASE

AMALFI SHIRTS LAUNCHES

Just in time for the new work year, a premium range of mens business shirts delivering a unique blend of style and sophistication has been launched. Melbourne based Amalfi shirts takes inspiration from the imagery and lifestyle of its coastal namesake, contemporising old world charm and delivering a modern expression of business shirts for young professionals. These stylish shirts are suitable for all occasions from the boardroom to the bar, and are made using the finest Italian fabrics.

The company was founded by two friends concerned with the lack of reasonably priced, stylish business shirts. They developed Amalfi Shirts using double ply 100% superfine Egyptian cotton woven in Italy, and were determined to deliver a modern expression of business shirts for young professionals. A leading fashion house provides design direction with an appreciation given to the need for people to express themselves. Fashion is an important way for individuals to project how they want to be perceived by the world, and for men this usually only occurs outside of work. This begs the question, why should young professionals compromise their sense of style when working?



The first collection offers a slim fit cut in a selection of six classic fabrics, including plain, pin stripe, and check designs, in neck-sizes ranging from 38-43cm. The premium shirts are all named after coastal Amalfi towns, and retail for \$119 each which includes free shipping.

Amalfi Shirts has exclusive distribution online at www.amalfishirts.com. All shirts ordered are presented in a gift box and delivered Australia-wide via express post within three working days. Gift certificates can also be purchased on the website. Keep an eye out for special offers for valued customers and be sure you are among the first to experience the Amalfi style.

For more information please contact Jeremy Hanger on +61 403 312 694 email: media@amalfishirts.com or visit www.amalfishirts.com

