

# ESQUIRE AND TRUNK CLUB PARTNER ON FALL FASHION OFFERING

First-Of-Its-Kind Collaboration Pairs Top Men's Magazine With Innovative Men's Styling Service to Provide Essential Fall Fashion Style Pieces

(August 12, 2013) – **Esquire**, the original men's magazine and the premier authority on men's style for 80 years, in partnership with the men's styling service **Trunk Club**, today launched **The Esquire Collection**, a limited-edition trunk featuring the seven essential clothing items for fall and beyond.

Carefully curated by *Esquire's* editors in tandem with the Trunk Club team, the sartorial selection includes exclusive pieces from designers such as **AG Jeans**, **Billy Reid**, **Bespoken**, **Barbour**, **Gant Rugger**, **L.B.M. 1911**, and **Vince**. Guys signing up for *The Esquire Collection* at the Trunk Club website can build their own individual trunks, choosing from a selection of items including a dress shirt, casual shirt, vest, sweater, blazer, overcoat, and pair of pants. Designed to be worn together or separately, *The Esquire Collection* pieces "fit, feel, and flatter, just as a man's clothes should."

"We worked hand-in-hand with the team at Trunk Club to select the quintessential pieces for fall and beyond," said **Nick Sullivan**, the magazine's fashion director. "At *Esquire*, we are always seeking ways to help our readers live better, more informed and stylish lives. With *The Esquire Collection*, we're taking the guesswork out of shopping and making sure they are, as Trunk Club says, the 'best-dressed guy in the room' this season."

"Trunk Club and *Esquire* are perfectly matched when it comes to philosophy, aesthetic and sensibility," said **Brian Spaly**, CEO of **Trunk Club**. "We're thrilled to have them as our first magazine collaborator and know that our clients as well as their readers will love what we've hand-picked for inclusion in *The Esquire Collection* trunk."

*The Esquire Collection* launched via the Trunk Club website on August 10, 2013. For more details on this offer please visit: [www.trunkclub.com/esquire](http://www.trunkclub.com/esquire)

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## About *Esquire*

*Esquire* ([www.esquire.com](http://www.esquire.com)), published by Hearst Magazines, is the most-honored monthly magazine in America. Over the past 15 years, it has won a total of 16 National Magazine Awards. Its Web site and e-reader applications have been similarly honored—*Esquire* won the first-ever National Magazine Award for iPad applications. In addition to its U.S. flagship, *Esquire* publishes 26 editions around the world. Hearst Magazines is a unit of Hearst Corporation, one of the nation's largest diversified media and information companies. With 20 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (ABC 2012) and reaches 82 million adults (Spring 2013 MRI gfk). Follow *Esquire* on Twitter at @Esquiremag.

## About Trunk Club

Trunk Club is a high-end, personalized-shopping service designed for busy men who want to look good but don't have time to upgrade their wardrobes. Trunk Club is the first and only technology-powered shopping service that pairs each new member with his own personal stylist, who handpicks selections of men's clothing based on the member's preferences and lifestyle.

Men nationwide can join Trunk Club either by signing up online at [www.trunkclub.com](http://www.trunkclub.com) or visiting Trunk Club's 45,000-square-foot loft in Chicago's River North neighborhood.