



Matinée

TWO SIDES TO EVERY STORY...

...AND NOW, TWO SIDES TO MATINIQUE



MATINIQUE INTRODUCES

# BLUE AND BLACK

CLOTHES, SHOES AND ACCESSORIES  
— EXCLUSIVELY FOR MEN

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# FOREWORD

IN URBAN HUBS WORLDWIDE, MATINIQUE'S REPUTATION AS THE ULTIMATE SYMBOL OF EUROPEAN STYLE AND QUALITY IS GROWING STRONGER BY THE DAY.

WITH EVERY NEW COLLECTION, MATINIQUE OFFERS MEN COUNTLESS NEW POSSIBILITIES TO EXPRESS THEIR INDIVIDUALITY THROUGH UNIQUE LOOKS.

AND AS MEN'S NEEDS CHANGE,  
SO DOES MATINIQUE

NOW MORE THAN EVER, THE MATINIQUE MAN DEMANDS THE HIGHEST QUALITY, GREAT STYLE — AND SIMPLER CHOICES. WHATEVER THE MOMENT REQUIRES — CITY CASUAL OR CITY SMART — HE NEEDS TO BE READY. HE DRAWS A CLEAR DISTINCTION BETWEEN HIS DRESSED-DOWN AND DRESSED-UP LOOKS AND SEEKS CLOTHES, SHOES AND ACCESSORIES THAT DO THE SAME. TIME AND IMAGE ARE OF THE ESSENCE.

RESPONDING TO HIS NEEDS, MATINIQUE HAS CREATED A NATURAL EXTENSION OF ITS BRAND: THE BLUE LABEL — A HEAD-TO-TOE COLLECTION OF CITY CASUAL CLOTHES, SHOES AND ACCESSORIES FOR MEN. MATINIQUE'S CITY SMART FORMALWEAR IS NOW PART OF OUR NEW BLACK LABEL COLLECTION.

SAME HIGH STYLE — TWO DIFFERENT  
LABELS.

LIVING IN STYLE JUST GOT SIMPLER

FROM SHIRTS TO JEANS, BLAZERS TO TROUSERS, BELTS TO SHOES — THE MATINIQUE MAN WILL BE ABLE TO CREATE HIS DRESSED-DOWN LOOK FROM THE BLUE LABEL AND HIS DRESSED-UP LOOK FROM THE BLACK LABEL. THE DISTINCTION MAKES IT EASIER THAN EVER FOR HIM TO CREATE THE EXACT IMAGE HE'S AFTER.

MATINIQUE'S BLUE LABEL AND BLACK LABEL WILL LAUNCH IN AUTUMN 2008.

WELCOME TO THE EXPANDED MATINIQUE UNIVERSE

# INTRODUCING A NEW SIDE OF MATINIQUE

THE MATINIQUE MAN IS AT HIS BEST WHEN HE'S ONE WITH THE CITY. BUSINESS SMART OR STREET COOL, HE ALWAYS FITS IN WITHOUT EVER BEING MAINSTREAM.

WHATEVER SIDE HE'S SHOWING TO THE WORLD, HE'S ALWAYS THE MATINIQUE MAN – STYLISH AND COMPLETELY AT EASE.

WITH CLOTHES AS WITH EVERYTHING ELSE, HE LOOKS FOR DESIGN THAT CATERS TO HIS INDIVIDUAL PERSONALITY.

MATINIQUE HELPS HIM TELL HIS STORIES WITH TWO DISTINCT LABELS: BLUE LABEL FOR CITY CASUAL, BLACK LABEL FOR CITY SMART.

TELL YOUR STORIES TO THE WORLD





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CASUAL  
VIBRANT  
RUGGED  
TEXTURED  
YOUTHFUL  
PLAYFUL  
LEISURE  
SPONTANEOUS



HIS YOUTHFUL SIDE CRAVES ACTION. IN THIS CITY CASUAL MODE, HE'S INVENTIVE, CREATIVE, SOMETIMES MESSY, ALWAYS COOL AND RELAXED.

## HE LIVES FOR THE MOMENT

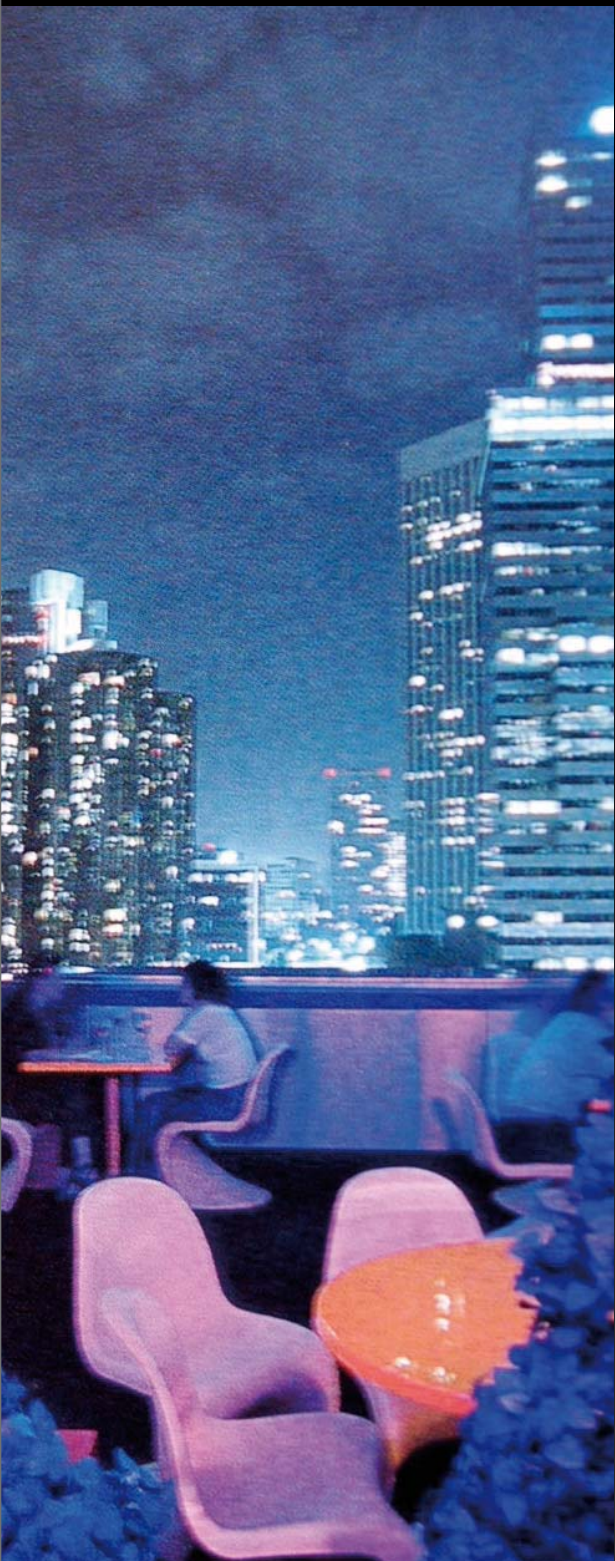
WHETHER HE'S ON HIS WAY TO A CASUAL GET-TOGETHER, TAKING TIME OUT OR BREAKING THE RULES, THE BLUE LABEL PERFECTLY FITS HIS MOOD.

HE'S A RISING STAR, AMBITIOUS YET RELAXED. CREATIVE, DYNAMIC, IN TUNE WITH URBAN VIBRATIONS. ALWAYS THE FIRST TO SEE WHAT'S ON THE HORIZON, ALWAYS STREET-SMART, HE CHOOSES CLOTHES THAT CAPTURE HIS SPIRIT.





# Matinique

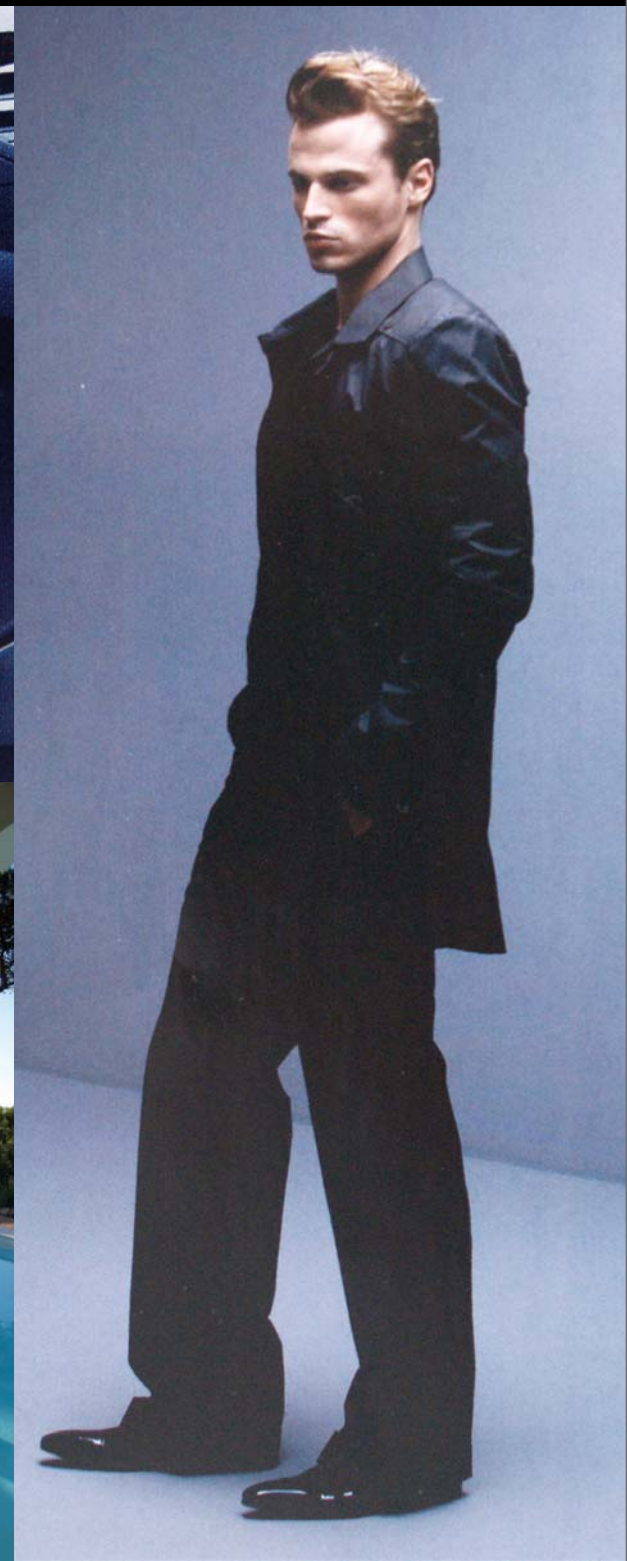


AMBITIOUS AND CONFIDENT, HE LOVES A CHALLENGE. WHATEVER LIFE THROWS AT HIM, HE'S READY, DETERMINED — AND HANDLES IT WITH A TOUCH OF CLASS.

HE GOES TO ALL THE RIGHT PLACES AND SETS THE STANDARD WITH HIS EFFORTLESS STYLE AND MASCULINE DEMEANOUR.

THE BLACK LABEL GIVES HIM THE QUALITY, COMFORT AND AIR OF NONCHALANCE HE DESIRES.

FORMAL  
POISED  
ELEGANT  
SMOOTH  
EXPERIENCED  
SERIOUS  
LUXURIOUS  
PREPARED



...WHATEVER SIDE HE SHOWS THE WORLD, HE'S ALWAYS THE MATINIQUE MAN

# VISION

## TWO LABELS — ONE VISION

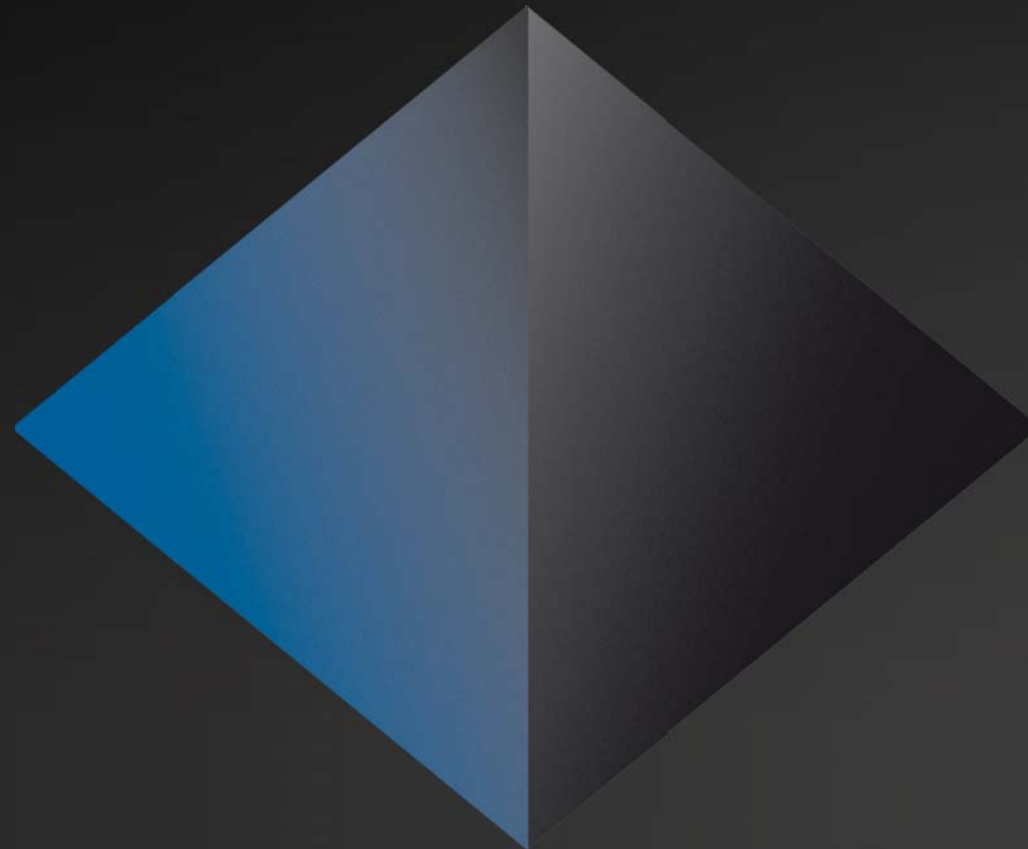
OUR MISSION IS TO CREATE IRRESISTIBLE CLOTHES, SHOES AND ACCESSORIES FOR THE URBAN MAN, BLENDING HIGH QUALITY, AFFORDABILITY, AND STYLE.

MATINIQUE HAS ALWAYS MADE IT EASY FOR THE MODERN MAN TO EXPRESS HIS INDIVIDUALITY. THE BLUE LABEL AND BLACK LABEL TAKE IT TO THE NEXT NATURAL LEVEL, GIVING MEN DISTINCT OPTIONS FOR CITY CASUAL AND CITY SMART LOOKS.

THE CLOTHES DON'T OVERSHADOW THE MAN — THEY'RE PART OF WHO HE IS.

VISION

Matinique  
MISSION



Matinique  
MISSION

VALUES





# BOTH LABELS HAVE IT ALL

FROM JEANS TO SHIRTS, SUITS TO SWEATERS,  
OUTERWEAR TO ACCESSORIES AND SHOES  
— THE BLUE AND BLACK  
LABELS EACH HAVE THEIR OWN VERSIONS.

TO CREATE THE CITY CASUAL LOOK,  
EXPLORE THE BLUE  
LABEL COLLECTION. FOR CITY SMART,  
BLACK LABEL HAS ALL THE ELEMENTS YOU  
NEED.

# MATINIQUE POSITIONING

PRICE LEVEL		FASHION LEVEL				
		CLASSIC / TRADITIONAL	CLASSIC	UPDATED	MODERN	ADVANCED
LOW						
MEDIUM						
HIGH				MATINIQUE		



# MATINIQUE COMPETITORS

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TOMMY HILFIGER, BOSS ORANGE, BZR,  
TIGER JEANS, BEN SHERMAN, MADS NØRGAARD,  
ACNE COLLECTION, PAUL SMITH, FIFTH AVENUE,  
STRELLSON, HANS UBBINK, TED BAKER,  
J LINDBERG.

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BRUUNS BAZAAR, BOSS, SAND, FILLIPA K,  
TIGER OF SWEDEN, PHILOSOPHY BLUES ORIGINAL,  
JUNK DE LUXE, J LINDBERG, G STAR, CAST IRON,  
JC RAGS, PALL MALL, TED BAKER,  
FRENCH CONNECTION



# COMMUNICATING

## THE MATINIQUE IDENTITY

THE MATINIQUE BRAND TEAM IS THE FORCE BEHIND THE MATINIQUE IDENTITY.

THE TEAM SELECTS IMAGES AND TEXT THAT DEPICT THE VALUES, HIGH STANDARDS AND UNIQUE VISION OF THE MATINIQUE BRAND AS A WHOLE – AND DEFINE THE BRAND'S CITY CASUAL AND CITY SMART DIMENSIONS.

FROM POS TO WINDOW AND MASS COMMUNICATIONS MATERIALS, THE BRAND TEAM STRENGTHENS THE BLUE LABEL AND BLACK LABEL IMAGES IN EVERY MEDIUM, ENSURING THAT, LIKE THE MATINIQUE MAN HIMSELF, ALL COMMUNICATIONS CONSISTENTLY REFLECT A CLEAR ESSENCE, TONE AND DIRECTION.

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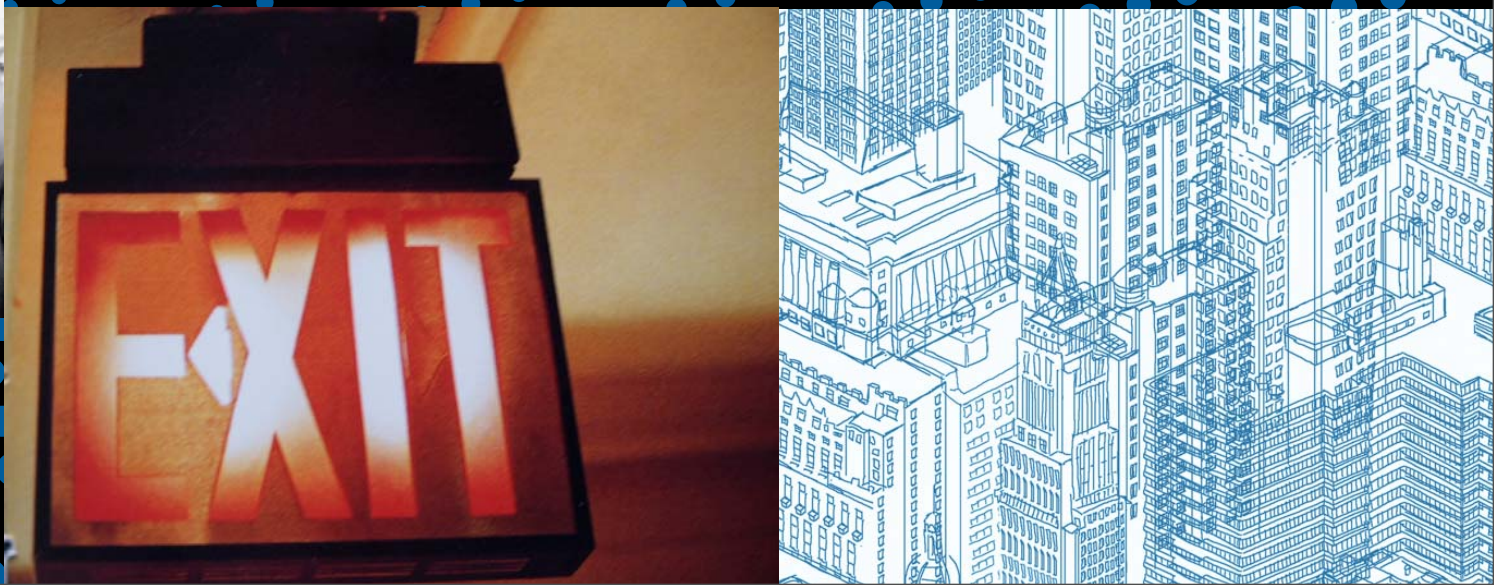




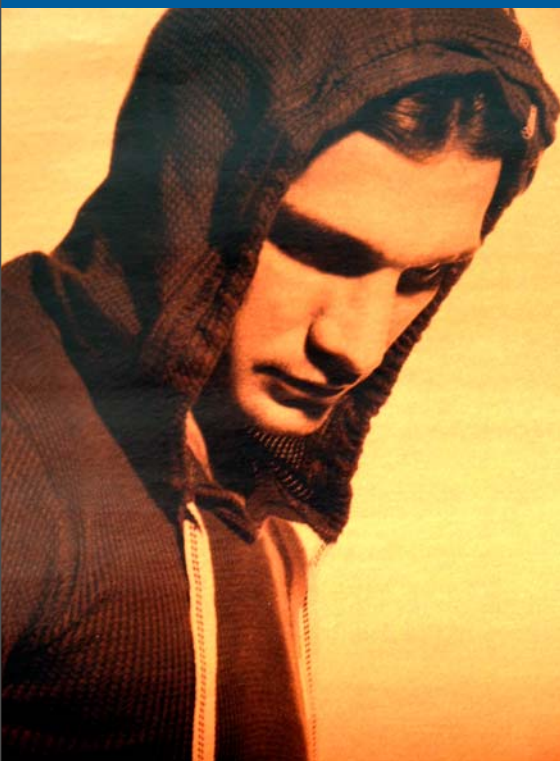
# THE BLUE MISSION

THE BLUE LABEL LETS THE MATINIQUE MAN CHOOSE AMONG CLOTHES, SHOES AND ACCESSORIES TO ACHIEVE A CITY CASUAL LOOK THAT GIVES HIM STREET CREDIBILITY — FROM THE HOTTEST NEW VENUE TO THE TRENDY CORNER CAFE.

MODERN, YOUTHFUL, SPONTANEOUS — THE BLUE LABEL MAKES IT EASY TO BE INVENTIVE WITH STYLE. THE CITY CASUAL PIECES MIX COMFORT WITH QUALITY AND SIGNAL THE UNASSUMING CONFIDENCE OF A MAN PERFECTLY AT EASE.







# THE CITY CASUAL SIDE OF MATINIQUE

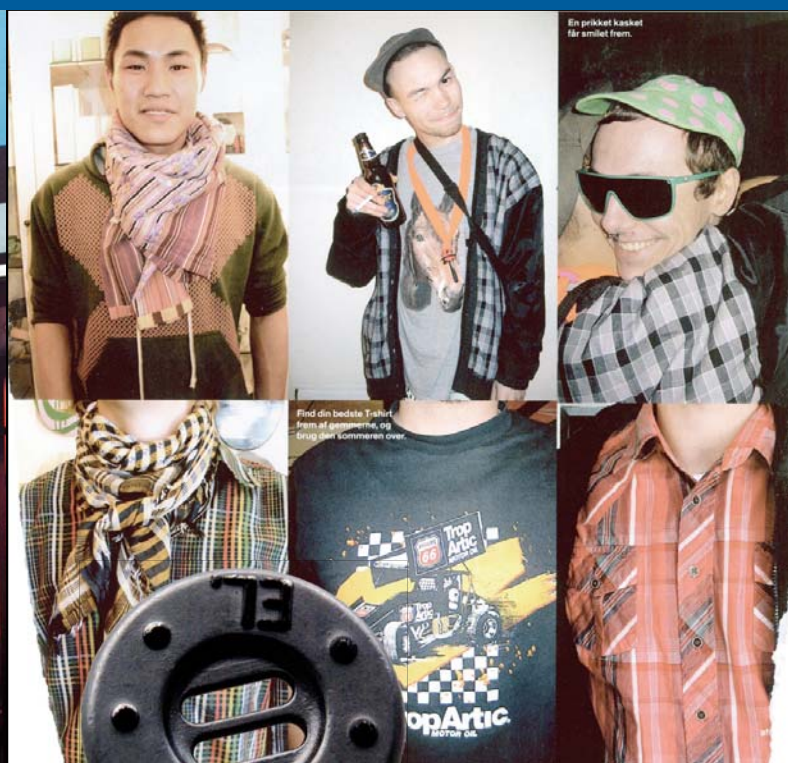
DRESSED IN THE BLUE LABEL, THE MATINIQUE MAN IS EFFORTLESSLY ATTRACTIVE, REBELLIOUS YET APPROACHABLE. HE'S THE ULTIMATE YOUNG CITY-DWELLER. TUNED INTO HIS SURROUNDINGS, AWARE OF ALL THAT'S HAPPENING, ALWAYS READY TO EXPERIMENT WITH SOMETHING NEW.

ALWAYS COMFORTABLE WITH HIMSELF, ALWAYS AN INDIVIDUAL, HIS CLOTHES ARE AN EXTENSION OF WHO HE IS:

RELAXED AND IMAGINATIVE — WITH AN EDGE

- RELAXED
- YOUTHFUL
- ACTIVE
- COSMOPOLITAN
- STRONG
- SPONTANEOUS
- NEVER TRIES TOO HARD
- LIVES IN THE CITY





- EFFORTLESSLY STYLISH
- INSPIRES WITHOUT TRYING
- WILLING AND READY TO CHALLENGE CONVENTION
- DON'T ASK — JUST ACT



## THE PERSONALITY IS IN THE NUANCES

- A MODERN, SPORTY LOOK
- STYLE THAT DEFIES CONSTRAINTS
- COOL, UNCONVENTIONAL CUTS
- MATERIALS THAT SIGNAL USABILITY
- UTILITY, WASHED TO PERFEKTION





# DESIGN VALUES

## QUALITY

OPTIMAL PERFORMANCE & COMFORTABLE FABRICS  
GIVE OUR CUSTOMERS LONG-TERM VALUE FOR  
MONEY.

## COMFORT

PRODUCTS WITH EXCELLENT FIT, FOR EVERY  
OCCASION.

## INNOVATION

FABRICS, PATTERNS AND DETAILS ARE CHOSEN  
WITH CARE AND HAVE A SPECIFIC PURPOSE.

## CONSISTENCY

MAINTAIN CONSISTENCY WITH THE MATINIQUE  
PERSONALITY AND STAY TRUE TO THE BRAND  
SIGNATURE.

## MASCULINITY

DESIGNS EXUDE STRENGTH AND CONFIDENCE.





32/34

FIT: Slim

Style: Cooler shake

'73

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## STYLING THE COLLECTION

THE BLUE LABEL RE-INVENTS CASUALWEAR. WITH UNPRECEDENTED ATTENTION TO DETAIL, ITS PIECES ARE AS INDIVIDUAL AS THE MAN WHO WEARS THEM.

THEY ARE DESIGNED TO LET HIM RE-MIX THE CLOTHES, ACCESSORIES AND SHOES INTO ENDLESS COMBINATIONS TO CREATE HIS UNIQUE CITY CASUAL LOOK.

SOMETIMES MESSY, SOMETIMES UNEXPECTED — NEVER RANDOM.

MATINIQUE MAKES SURE IT ALL WORKS





- CLOTHES THAT COMMUNICATE FOR YOU — WITHOUT YOU SAYING A WORD
- NO HIDDEN AGENDA — JUST CLEVERLY DISGUISED MESSAGES
- ALWAYS READY FOR WHEREVER THE WORLD TAKES YOU
- CLOTHES THAT MOVE WITH YOU



# CROSS-STYLING

BLEND EASILY — BUT NEVER BLEND IN.

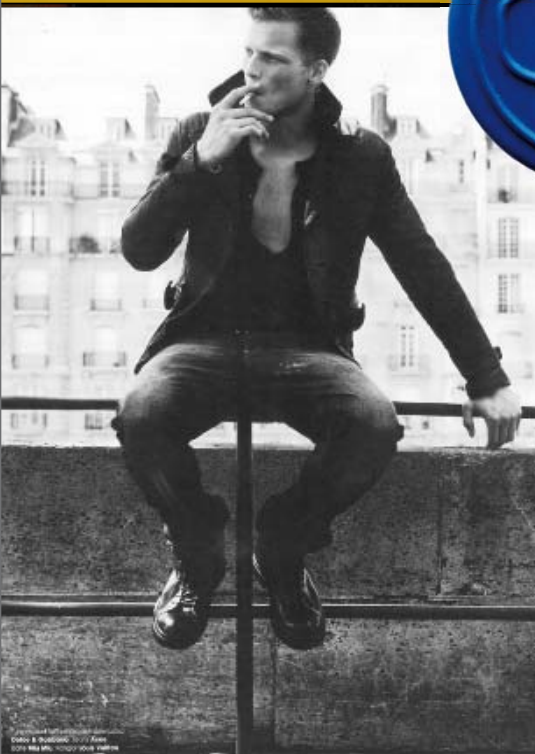
CALL IT BLENDING, CALL IT MIXING, CALL IT CROSS-STYLING.

WHATEVER YOU CALL IT, IT'S ALL ABOUT COMBINING ELEMENTS TO OBTAIN A MIXTURE OF A PARTICULAR CHARACTER OR QUALITY.

BLENDING WITHIN THE BLUE LABEL IS EASY. THE ELEMENTS OF THE COLLECTION ARE ALL DESIGNED TO FIT TOGETHER TO CREATE A CITY CASUAL LOOK.

LIKE THE MATINIQUE MAN, THE BLUE LABEL LOOK ALWAYS HAS AN EDGE. THAT EDGE GETS EVEN SHARPER WHEN YOU ADD IN BLUE LABEL ACCESSORIES FOR A COMPLETE LAID-BACK-CHIC EFFECT.





Kalmar  
/Heathrow  
Narita  
e  
ona  
/Stansted  
holm/Bma  
a Madrid  
nki

C40	Cancelled
B16	Cancelled
C5	Closing
	Closed
	Closed
C33	
C32	Closing
C39	Boarding
B4	To gate
A14	To gate
C7	Boarding
A6	To gate
D1	



# MARKETING

THOUGH SHARING A COMMON VISION WITH THE BLACK LABEL, THE BLUE LABEL HAS ITS OWN DISTINCT COLLECTIONS OF CASUALWEAR AND ITS OWN:

- CATALOGUES
- POS MATERIAL
- CAMPAIGNS



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# THE BLACK MISSION

THE BLACK LABEL FEATURES THE CLOTHES, SHOES AND ACCESSORIES THAT GIVE THE MATINIQUE MAN CITY SMART EDGE AND CREDIBILITY — FROM THE OFFICE TO THE FIVE-STAR.

COOL, RELAXED, ALWAYS IN CONTROL

THE BLACK LABEL COMBINES ELEGANT BUSINESS STYLE WITH A YOUTHFUL CITY PROFILE TO CREATE THE NEW GENERATION OF CLASSIC FORMALWEAR WITH A TWIST OF TODAY.

# THE CITY SMART SIDE OF MATINIQUE

DRESSED IN THE BLACK LABEL, THE MATINIQUE MAN IS FASHION-AWARE WITH HIS OWN EASY STYLE. HE KNOWS WHERE HE WANTS TO GO – AND ALWAYS GETS THERE. HE KNOWS THE RULES AND GENERALLY RESPECTS THEM, BUT WE KNOW HE TAKES TRADITIONS WITH A GRAIN OF SALT.

ALWAYS COMFORTABLE WITH HIMSELF, ALWAYS AN INDIVIDUAL, HIS CLOTHES ARE AN EXTENSION OF WHO HE IS:

SOPHISTICATED AND ELEGANT  
– WITH A TWIST



## THE MATINIQUE MAN WEARING BLACK

- SOPHISTICATED
- MODERN
- DRIVEN
- ELEGANT AND STYLISH WITH  
A COOL, RELAXED ATTITUDE
- COSMOPOLITAN
- ACTIVE
- FASHION-AWARE
- LIVES IN THE CITY



# THE PERSONALITY IS IN THE NUANCES

- CLEAN, MASCULINE CUTS
- UNEXPECTED BREAKS FROM TRADITIONAL LINES
- A TAILORED, FINISHED LOOK
- MATERIALS THAT SIGNAL QUALITY





## KEY MESSAGES

- COSMOPOLITAN
- ENGAGED IN THE LATEST THE WORLD HAS TO OFFER
- ELEGANT, SIMPLE, CLEAN, SHARP
- SUBDUED ELEGANCE
- UNDERSTATED AND TASTEFUL
- FASHION AWARE

# DESIGN VALUES

## QUALITY

OPTIMAL PERFORMANCE AND COMFORTABLE FABRICS GIVE OUR CUSTOMERS LONG-TERM VALUE FOR MONEY.

## COMFORT

PRODUCTS WITH EXCELLENT FIT — FOR ANY OCCASION.

## INNOVATION

FABRICS, PATTERNS AND DETAILS ARE CHOSEN WITH CARE AND HAVE A SPECIFIC PURPOSE.

## CONSISTENCY

MAINTAIN CONSISTENCY WITH THE MATINIQUE PERSONALITY AND STAY TRUE TO THE BRAND SIGNATURE.

## MASCULINITY

DESIGNS EXUDE STRENGTH AND CONFIDENCE.



# STYLING THE COLLECTION

THE BLACK LABEL IS REFINED, EXUDING THE APPEAL OF A MAN COMFORTABLE IN HIS SKIN — IN ANY SETTING.

EACH PIECE REFLECTS THE STRENGTH AND  
DETERMINATION WITHIN

AS UNWAVERING IN HIS PERSONAL LIFE AS IN THE  
BUSINESS WORLD, THE MAN WEARING THE BLACK LABEL IS NOT  
AFRAID TO CHALLENGE CONVENTION. HIS IMAGE IS HIS ALONE.

BLENDING THE ULTIMATE IN COMFORT — AND KICKING STYLE  
UP A FEW NOTCHES WITH LUXURIOUS FABRICS AND  
ASYMMETRIC LINES.

THE ULTIMATE IN CHIC





# CROSS-STYLING

BLEND EASILY — BUT NEVER BLEND IN.

CALL IT BLENDING, CALL IT MIXING, CALL IT CROSS-STYLING.

WHATEVER YOU CALL IT, IT'S ABOUT COMBINING ELEMENTS TO OBTAIN A MIXTURE OF A PARTICULAR CHARACTER OR QUALITY.

BLENDING WITHIN THE BLACK LABEL IS EASY. THE ELEMENTS OF THE COLLECTION ARE ALL DESIGNED TO FIT TOGETHER TO CREATE

AN ELEGANT FORMAL LOOK

LIKE THE MATINIQUE MAN, THE BLACK LABEL LOOK ALWAYS ADDS A TWIST TO THE CITY SMART IMAGE. AND THAT TWIST GETS EVEN MORE PERSONAL WHEN YOU ADD IN BLACK LABEL ACCESSORIES.





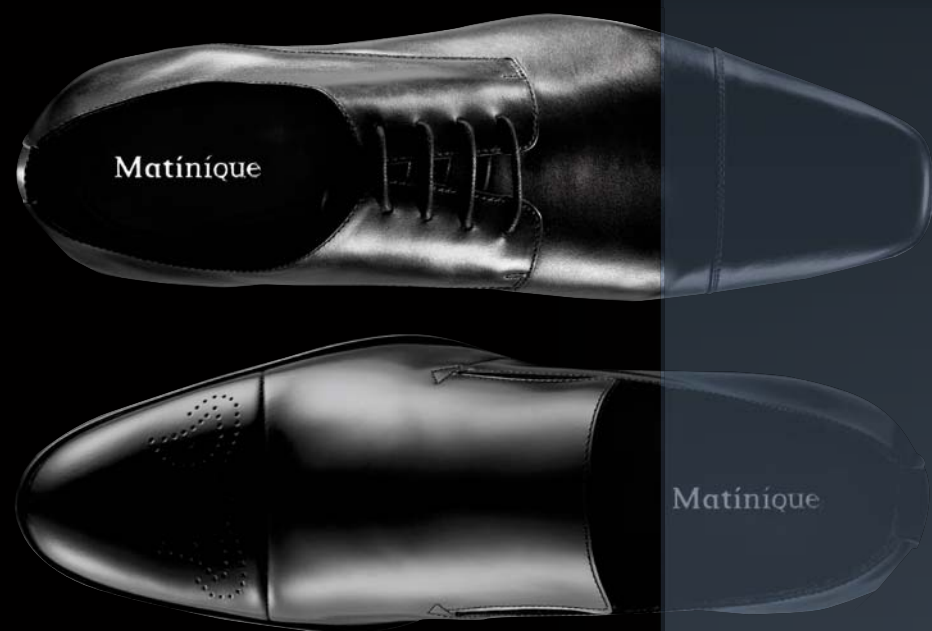
# MARKETING

THOUGH SHARING A COMMON VISION WITH THE BLUE LABEL, THE BLACK LABEL HAS ITS OWN DISTINCT COLLECTIONS OF FORMALWEAR AND ITS OWN:

- CATALOGUES
- POS MATERIAL
- CAMPAIGNS

SOME JUDGE A MAN BY HIS PROFESSION...  
SOME JUDGE A MAN BY HIS WORDS...  
...AND SOME JUDGE A MAN BY HIS SHOES

SHOES



Matinique

Matinique



# SHOES

SHOES THAT FIT RIGHT, LOOK RIGHT, SOUND RIGHT  
FROM THE WAY IT COMPLEMENTS YOUR CLOTHES TO  
THE SOUND THEY MAKE WHEN THE SOLES HIT THE  
FLOOR  
EVERYTHING IS JUST RIGHT.

FOR THE MAN WHO IS ALWAYS ON THE  
MOVE

A SENSE OF STYLE  
A SENSE OF COMFORT  
A SENSE OF WEIGHTLESSNESS  
A SENSE OF CLASS  
A SENSE OF QUALITY

TWO SIDES TO EVERY MAN...  
TWO SIDES TO EVERY SHOE...  
LIKE THE MATINIQUE MAN — PERFECT STYLE ON THE  
OUTSIDE, COMPLETE COMFORT WITHIN.



THEY SAY YOU SHOULD ALWAYS WEAR AT LEAST  
ONE EYE-CATCHING ACCESSORY.

THE RIGHT ONE COMPLETES AND SHARPENS YOUR  
HEAD-TO-TOE LOOK — AND SERVES AS A BRILLIANT  
CONVERSATION STARTER.

# ACCESSORIES



# ACCESSORIES

MATINIQUE'S NEW COLLECTION OF ACCESSORIES IS BIGGER, HAS MORE PERSONALITY — AND OPENS UP UNLIMITED NEW STYLING POSSIBILITIES.

DESIGNED FOR THE MAN WHO UNDERSTANDS THE IMPORTANCE OF ATTENTION TO DETAIL, MATINIQUE'S ACCESSORIES LET HIM SHOW JUST HOW FASHION-AWARE HE IS — DOWN TO THE SMALLEST DETAILS.

BELTS, SCARVES, HATS, GLOVES... ACCESSORIES ARE THE FINISHING TOUCHES THAT PULL IT ALL TOGETHER.





# BLUE ACCESSORIES

BLUE LABEL ACCESSORIES – FOR THE CITY CASUAL MAN  
LOOKING TO SPICE UP HIS WARDROBE AND RE-INVENT  
HIS DAY-TO-DAY LOOK.

## KEY MESSAGES

- AN EYE FOR QUALITY AND STYLE
- AN ACCESSORIES COLLECTION THAT INFUSES COLOUR AND LIFE INTO ANY LOOK
- IMPOSSIBLE NOT TO NOTICE – YET NEVER OVER-THE-TOP
- ADDING AN EDGE TO THE EVERYDAY LOOK





# BLACK ACCESSORIES

BLACK LABEL ACCESSORIES — FOR THE CITY SMART MAN LOOKING FOR THE FINISHING TOUCHES TO COMPLETE HIS STYLISH CONTEMPORARY IMAGE.

BEAUTIFULLY INTERWEAVING ELEGANCE AND SIMPLICITY, BLACK LABEL ACCESSORIES FEATURE SHARP, CLEAN LINES AND LUXURIOUS MATERIALS WOVEN WITH EXTRAORDINARY ATTENTION TO DETAIL.

## KEY MESSAGES

- CLASSIC CUTS MIXED WITH MODERN THINKING FOR AN URBAN REINVENTION OF CLASSIC WEAR
- TAKING ANY LOOK FAR BEYOND THE ORDINARY
- FOR BUSINESS MEETINGS, ELEGANT EVENINGS, MEMORABLE WEEKENDS
- DRAWING THE EYE HIGHLIGHTING THE BEST FEATURES...



TWO SIDES TO EVERY STORY  
— SEPARATE BUT EQUAL

GET READY TO DISCOVER THE TWO SIDES  
OF THE MATINIQUE UNIVERSE.

MEET THE CLOTHES, SHOES, AND ACCESSORIES  
— AND TELL YOUR STORIES TO THE WORLD.

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