



The Real Thing

Kinloch Anderson is not your average plaid!

Talk about authentic heritage! Established in 1868 and now in its sixth generation, Kinloch Anderson is a Scottish brand currently managed by Douglas Kinloch Anderson and his son, John. In addition to manufacturing some fabulous menswear, it is the official tailor and kiltmaker to Her Majesty The Queen, the Duke of Edinburgh and the Prince of Wales. In the fall of 2007, Alphi Apparel Group introduced this historic line to the U.S. market, where it's growing fast.

However, it was product rather than heritage that first caught the attention of Fred Derring of DLS Outfitters. "I like Kinloch Anderson because they have three essential categories that enhance our mix. First, they are known for their tartans, which sell well, especially at Holiday. Second, they offer fashion pieces that appeal to the contemporary market. Finally, they offer great knitwear and sweaters."

As a high-end luxury maker, Kinloch Anderson uses only the finest quality fabrics. Says Cindy Purnell of Post & Rail in Ligonier, Pennsylvania, "My customer understands the all natural appeal of their 80/20 cotton/wool blend (\$95 to \$115 retail). It has a good hand, softens after it's washed and sold incredibly well for fall '07."

According to retailers, there's been an exceptional response to Italian merino wool sweaters (\$110 to \$120) as well as to the cotton/wool blends. Says Gary Clark of Van Boven in Ann Arbor, Michigan, who carried Kinloch Anderson in its first season; "We had great success for fall '07. It's always nice to launch a new brand that performs... Kinloch looks fresh without being too 'out there.' Our customer is a traditional guy and Kinloch offers sweaters that sell to a broad customer base. For fall '08, I've added merino wool vests."

Other successful pieces include 100 percent cotton no-iron sportshirts (\$90 to \$100). Ryan Knopp, director of brand development for Alphi Apparel Group, explains that Kinloch Anderson 'no-iron' is younger looking. "It's great for the business guy who travels. These shirts look fresh throughout the entire day." Mitch Larson of On Deck in Fish Creek, Wisconsin agrees. "No-iron sells well for us across the board. Kinloch Anderson is good, classic, traditional sportswear with the added bonus of crisp packaging that presents well."

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Gary Clark, Van Boven. Ann Arbor, Michigan.

Even with Kinloch Anderson's broad assortment, don't underplay their beautiful made in Canada plaid sportshirts, especially now that plaid is such a huge fashion trend for fall '08! As Alan Knopp, president of Alphi Apparel Group notes, "We first decided to expand into the U.S. because tartan is a great fit for the market. We have two patented tartans: the Kinloch Anderson House check and the Kinloch Anderson Tartan, both of which are a part of our in-stock program in the States."

Kinloch Anderson has sales coverage across the U.S. except for the Northeast and Mid Atlantic states, where they're looking for reps. If you want to be a part of a company with a strong heritage and a bright future, please contact Ryan Knopp at 1-800-663-5449 or ryan@kinlochandersonusa.com. ■

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