

DAVID AUGUST

MODERN AMERICAN MENSWEAR



BEFITTING OF CHAMPIONS

California Clothier David August Is the Creative Force Behind Conor McGregor's Unique, Unapologetic Style.



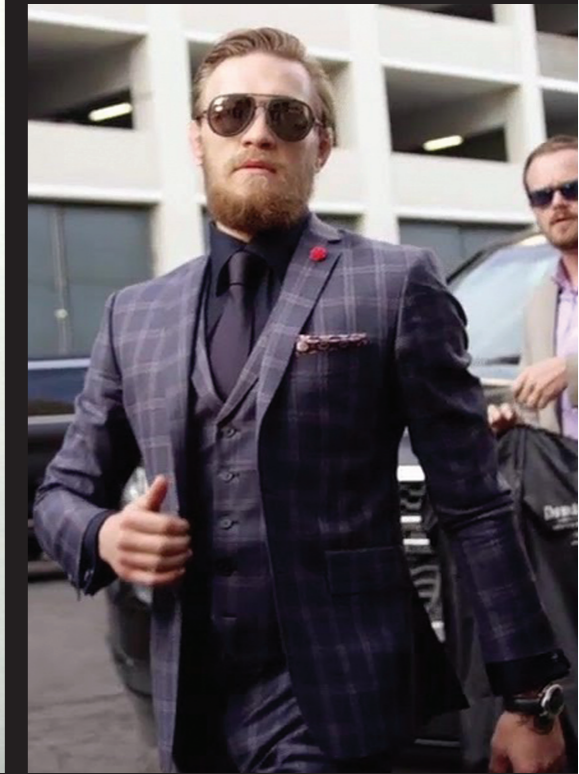
McGregor, with August, in Conor's David August Couture Stretch Cotton Camo suit.

"The Notorious" makes his presence known in yet another signature David August creation.



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Borderline obsessive. Full of energy. A relentless perfectionist. These are considered positive personality traits to people like David August and Conor McGregor.

The lovable, trash talking McGregor (a.k.a. The Notorious), was personally introduced to David by stylish David August clients and UFC owners Lorenzo Fertitta and Dana White. They knew this would be the perfect partnership, as both Conor and David are "style icons" in the making; perfectionists and unstoppable.

McGregor's fighting style of timed power strikes seems to perfectly synchronize with his verbal jabs at opponents. His statement making switch kicks and spinning back kicks match the energy and excitement of his fashion. Today, he wouldn't think of conducting a UFC press conference, going on tour or honoring an appearance request, without doing so in David August attire. And the media would expect nothing less. At one press conference, when Conor appeared in a David August polo and jeans, a reporter asked him why he wasn't wearing one his lavish suits. Conor replied, "I still think I'm the best dressed person in this room." – Conor McGregor.

"Every day I'm looking at this suit and thinking, I can't wait to put this suit on after this fight. This is what I love to do. Feels so fresh." – Conor McGregor.

Thanks to Conor and other highly visible clients, a David August suit is becoming more and more recognizable. The flawless fit, no

matter the body type. The rare fabrics and unique patterns. The unmistakably sophisticated textures and creative color combinations. It's "The Look," as David's clientele have so affectionately dubbed it. Whether it's a custom, handcrafted suit or timeless casual wear, David and his team of meticulous designers and expert clothiers create The Look for distinguished business leaders, professional athletes and entertainers the world over. Even for two American Presidents and a Supreme Court Justice. Other clients of note on this ever growing list include Actors Robert Downey Jr., Chris Hemsworth, Jason Statham, Terrence Howard, Sylvester Stallone and Clint Eastwood. Entertainers Kenny "Baby Face" Edmonds and Andrea Bucelli. Business tycoons Robert Earl, Steve Wynn, Ron Burkle, Sir Phillip Green and Tony Robbins. Boxers Sugar Ray Leonard and Saul Canelo Alvarez. 2014 National Football League leading rusher, DeMarco Murray and of course, The Notorious Mr. McGregor.

"The reason I love what we do for our clients ... is because they become good friends. And you want your friends to have the very best. You don't want to ever let them down, because it's such a close relationship." – David August

A Southern California native, David realized early on in life that he quite simply, loved clothes. It could be as simple as a pair of well-fitting

jeans and a t-shirt. Or the perfect accessory: Belt, shoes, a leather wristband. And of course, a suit. Oh, those suits. Soon, friends were constantly asking him to dress them for special occasions, weddings, whatever — it didn't matter. They wanted to look as cool, comfortable and confident as David. But, the moment David tried on his very first custom suit — one created specifically to his unique measurements and for the occasion he intended to wear it — well, that was a revelation. If more men knew how much better an outfit that was specifically made for them fit and felt, how much more confidently they would carry themselves when wearing it, he was sure they would want another one and another. And that was it. On that day, David August began his journey to become the clothier who skillfully crafts the finest custom men's wardrobes in the world.

Cultivating and evolving "The Look." Exploring daring new texture and pattern combinations. Going, quite literally, to the ends of the earth to find the right fabric. Perfecting the cut and finish to create a garment that you own as undeniably as your fingerprint. Every David August suit is the creative culmination of over two decades of experience and evolution. It is distinctively modern and distinctively American. It is entirely David August.

“EVERY DAY I’M LOOKING AT THIS SUIT AND THINKING, I CAN’T WAIT TO PUT THIS SUIT ON AFTER THIS FIGHT. THIS IS WHAT I LOVE TO DO. FEELS SO FRESH.” – CONOR MCGREGOR