



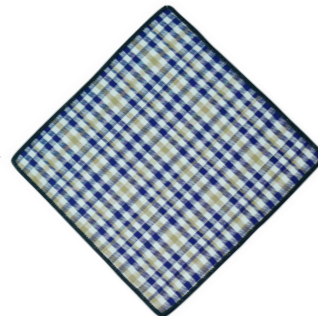
Sebastian Cruz
COUTURE

BE BOLD
NEW COLLECTION



WE ARE THE
LEADERS OF THE
POCKET SQUARE
INDUSTRY

100% MADE IN THE USA



INSIDE YOU'LL FIND:

WHO WE ARE	PAGE 4-5
COTTON COLLECTION	PAGE 7-14
CASHMERE WOOL COLLECTION	PAGE 16-19
LINEN COLLECTION	PAGE 22-28
CONTACT	PAGE 32

HOW IT ALL STARTED

SEBASTIAN CRUZ COUTURE WAS CREATED IN 2014 TO BRING BOLD, DISRUPTIVE FASHION AND LUXURIOUS DESIGN TO THE MEN'S POCKET SQUARE INDUSTRY. WE SET OUT TO CREATE NOT JUST A POCKET SQUARE, BUT A BRAND INSPIRED BY LUXURIOUS LIVING, WITH THE AIM TO MIX HIGH FASHION AND FUNCTION IN THE MOST ARTISTIC, STYLISH WAY POSSIBLE.

WE ENTERED THE MARKET AT A TIME WHEN DEMAND FOR POCKET SQUARES WAS COMPLETELY UNDERDEVELOPED AND BUYING WAS AT A NEAR STANDSTILL. THERE SEEMED TO BE NO AWARENESS FOR A NEED THAT UNDOUBTEDLY EXISTED.

HAVING SPARED NO EXPENSE, WE FOUND THE MOST EXCLUSIVE ITALIAN IMPORTERS, DEVELOPED SEVEN DISTINCTIVE DESIGNS AND SLOWLY BUT SURELY BEGAN TO SCALE.



THE IMPACT OF SOCIAL MEDIA

SEBASTIAN CRUZ COUTURE LAUNCHED EXCLUSIVELY THROUGH INSTAGRAM AND FACEBOOK, AMASSING NEARLY ONE MILLION LOYAL FANS THAT FREQUENTLY PURCHASE OUR POCKET SQUARES BASED ON THE INSPIRATION WE PROVIDE THEM WITH. HOW DID THIS HAPPEN, YOU ASK?

SIMPLY PUT, SOCIAL MEDIA HAS BECOME THE CORE OF OUR EVERYDAY, MODERN LIVES. MEN NO LONGER RELY ON THE INFLUENTIAL, BUT VERY CONTROLLED TRADITIONAL MEDIA TO TELL THEM WHAT'S COOL. THEY NOW DECIDE IT FOR THEMSELVES USING SOCIAL MEDIA. THEY LIKE WHAT THEY LIKE, FOLLOW THOSE WHO INSPIRE THEM AND DEMAND WHAT THEY SEE FIT TO DEMAND.

A DIGITAL AUDIENCE NOW HAS THE POWER TO CREATE POPULARITY, A POWER THAT IN TURN CAUSED OUR ONCE SMALL, EMERGING BRAND TO GAIN NOTORIETY, REGARD AND RECOGNITION AT A VIRAL LEVEL. THIS IN TURN HAD AN IMPACT ON OUR ENTIRE INDUSTRY, LEADING TO MORE INNOVATION, INCREASED COMPETITION, GLOBAL SUPPLY AND OVERALL EXPANSION OF OUR UNIQUE MARKET.

EXPLOSIVE GROWTH TODAY

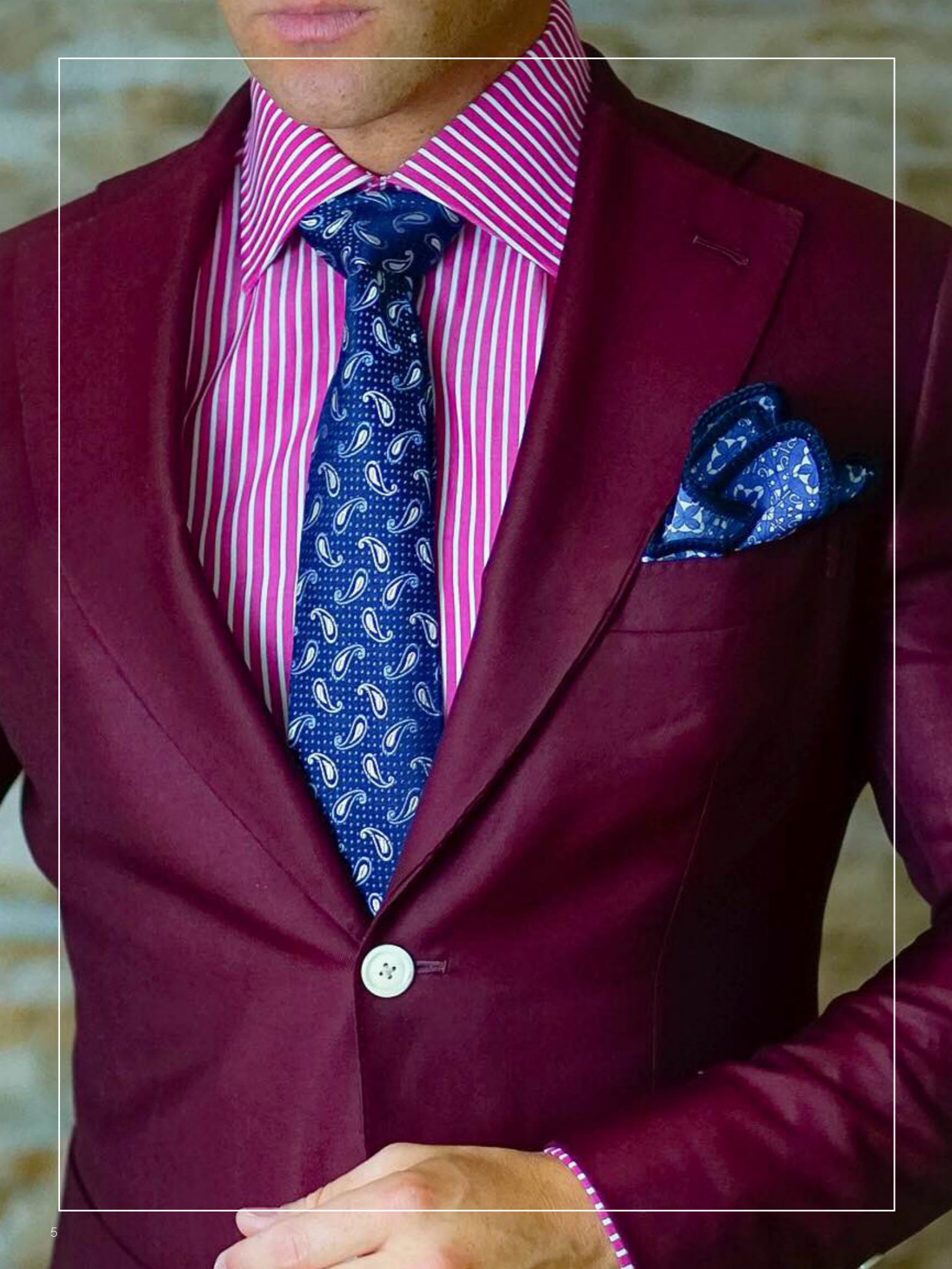
TODAY, OUR COLLECTIONS OFFER MORE THAN 200 POCKET SQUARE AND FLOWER LAPEL DESIGNS, AVAILABLE IN SEVEN COUNTRIES WORLDWIDE, USING THE FINEST ITALIAN COTTON, LINEN AND CASHMERE-WOOL FABRICS. WE HAVE DISTINGUISHED OURSELVES IN THE MARKET WITH OUR HIGH-FASHION DETAIL AND SIGNATURE DOUBLE-COMBED COTTON BORDER.

OUR DESIGN TECHNOLOGY GUARANTEES THE SEBASTIAN CRUZ COUTURE MAN A LUXURY POCKET SQUARE THAT WILL STAY UPRIGHT IN HIS POCKET WITHOUT FALLING OUT OR SLOUCHING DOWN.

WITH MORE THAN 10,000 UNITS SOLD IN 2016, WE HAVE SUCCESSFULLY SET A NEW PRECEDENT FOR EMERGING BRANDS BY BRINGING OUR VISION OF VIBRANCY, DETAIL AND ART FOR THE REFINED GENTLEMAN TO MEN IN EVERY CORNER OF THE GLOBE. SOLD ONLINE AND AT TOP CLOTHIER STORES IN WORLDWIDE.

SEBASTIAN CRUZ COUTURE HAS FOREVER CHANGED THE POCKET SQUARE INDUSTRY IN THE 21ST CENTURY.

FOR MORE INFORMATION, PLEASE VISIT US AT
WWW.SEbastianCRUZCOUTURE.COM



THE COTTON
COLLECTION





ASTER ILLUSIONE
WITH ROYAL BLUE
SIGNATURE BORDER

\$115



ASTER ILLUSIONE
WITH ROYAL BLUE
SIGNATURE BORDER

\$115



ASTER ILLUSIONE
WITH SKY BLUE
SIGNATURE BORDER

\$115



ASTER ILLUSIONE
WITH SKY BLUE
SIGNATURE BORDER

\$115



EGYPTIAN REALI WITH
MUSTARD YELLOW
SIGNATURE BORDER

\$115



EGYPTIAN REALI WITH
OFF WHITE SIGNATURE
BORDER

\$115



FLORAL CERULEO WITH
MUSTARD YELLOW
SIGNATURE BORDER

\$115



FLORAL CERULEO
WITH SKY BLUE
SIGNATURE BORDER

\$115



FLORAL LILLA
PUNTINISMO WITH
GREY SIGNATURE
BORDER

\$115



FLORAL LILLA
PUNTINISMO WITH
LAVENDER SIGNATURE
BORDER

\$115



FLORAL LILLA
PUNTINISMO WITH
PURPLE SIGNATURE
BORDER

\$115



PRIMAVERA
MULTICOLOR WITH
NAVY BLUE SIGNATURE
BORDER

\$115



CAMEO MARTELLATA
WITH WHITE
SIGNATURE BORDER

\$115



CAMEO MARTELLATA
WITH GREY
SIGNATURE BORDER

\$115



FLORAL LILLA
PUNTINISMO WITH
PURPLE SIGNATURE
BORDER

\$115



PRIMAVERA
MULTICOLOR WITH
NAVY BLUE SIGNATURE
BORDER

\$115



PRIMAVERA
MULTICOLOR WITH
WHITE SIGNATURE
BORDER

\$115



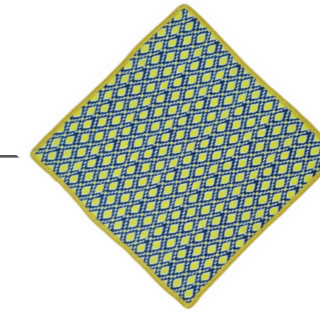
CAMEO MARTELLATA
WITH PINK
SIGNATURE BORDER

\$115



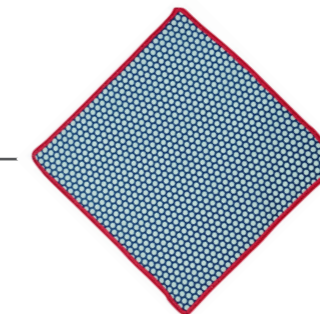
CAMEO MARTELLATA
WITH BLUE
SIGNATURE BORDER

\$115



IF IT ISN'T
DISRUPTIVE

IT WON'T BE REMEMBERED





CILIEGIA BLOSSOM
WITH GREY SIGNATURE
BORDER

\$115



CILIEGIA BLOSSOM
WITH NAVY BLUE
SIGNATURE BORDER

\$115



MIRTILLO BLOSSOM
WITH LILAC BLUE
SIGNATURE BORDER

\$115



MIRTILLO BLOSSOM
WITH SKY BLUE
SIGNATURE BORDER

\$115



MIRTILLO BLOSSOM
WITH WHITE
SIGNATURE BORDER

\$115



OXFORD MACULATO
WITH NAVY BLUE
SIGNATURE BORDER

\$115



OXFORD MACULATO
WITH PINK SIGNATURE
BORDER

\$115



OXFORD MACULATO
WITH RED SIGNATURE
BORDER

\$115



PAISLEY GRANATO
WITH NAVY BLUE
SIGNATURE BORDER

\$115



PAISLEY GRANATO
WITH WHITE
SIGNATURE BORDER

\$115



PAISLEY GRANATO
WITH RED SIGNATURE
BORDER

\$115



PLAID BLUE GUSCIO
WITH BLUE SIGNATURE
BORDER

\$115



PLAID BLUE GUSCIO
WITH RED SIGNATURE
BORDER

\$115



PLAID BLUE GUSCIO
WITH WHITE
SIGNATURE BORDER

\$115



KHAKI PENELLATA
WITH MUSTARD
YELLOW SIGNATURE
BORDER

\$115



KHAKI PENELLATA
WITH NAVY BLUE
SIGNATURE BORDER

\$115



MARINA FAVO
WITH RED SIGNATURE
BORDER

\$115



PLAID BLUE SOLE
WITH NAVY BLUE AND
YELLOW SIGNATURE
BORDER

\$115



PLAID BLUE SOLE
WITH NAVY BLUE
SIGNATURE
BORDER

\$115



PLAID BLUE SOLE
WITH YELLOW
SIGNATURE
BORDER

\$115



SCARLET GESSATO WITH NAVY BLUE SIGNATURE BORDER

\$115



SCARLET GESSATO WITH WHITE SIGNATURE BORDER

\$115



SCARLET GESSATO WITH RED SIGNATURE BORDER

\$115



MARINA FAVO WITH RED SIGNATURE BORDER

\$115



PRIMAVERA MULTICOLOR WITH SKY BLUE SIGNATURE BORDER

\$115



TULLE CRESPO WITH OFF WHITE SIGNATURE BORDER

\$115



TULLE CRESPO WITH PINK SIGNATURE BORDER

\$115



KHAKI PENELLATA WITH NAVY BLUE SIGNATURE BORDER

\$115



WHITE NUVOLA WITH MUSTARD YELLOW SIGNATURE BORDER

\$115



CHERRY BOTANICO WITH BURGUNDY SIGNATURE BORDER

\$115



WHITE NUVOLA WITH PINK SIGNATURE BORDER

\$115



WHITE NUVOLA WITH RED SIGNATURE BORDER

\$115



WHITE NUVOLA WITH SKY BLUE SIGNATURE BORDER

\$115



BLU GOCCIOLINA WITH NAVY BLUE SIGNATURE BORDER

\$115



CHERRY BOTANICO WITH WHITE SIGNATURE BORDER

\$115



DANDY AMERICANO WITH BURGUNDY SIGNATURE BORDER

\$115



DANDY AMERICANO WITH NAVY BLUE SIGNATURE BORDER

\$115



SAPPHIRE PUNTEGGIATA WITH NAVY BLUE SIGNATURE BORDER

\$115



BLU GOCCIOLINA WITH RED SIGNATURE BORDER

\$115



BLU GOCCIOLINA WITH WHITE SIGNATURE BORDER

\$115



BLU SCURO MOLECUOLA WITH NAVY BLUE SIGNATURE BORDER

\$115



BLU SCURO MOLECUOLA WITH RED SIGNATURE BORDER

\$115



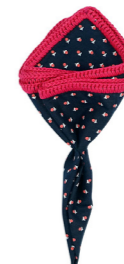
MANDARIN SPINATO WITH BLACK SIGNATURE BORDER

\$115



NAVY FRAGILE WITH NAVY BLUE SIGNATURE BORDER

\$115



NAVY FRAGILE WITH RED SIGNATURE BORDER

\$115



NERO SCACceria WITH BLACK SIGNATURE BORDER

\$115



NERO SCACCCERIA WITH RED SIGNATURE BORDER

\$115



NERO SCACCCERIA WITH WHITE SIGNATURE BORDER

\$115



POLKA LAMPONE WITH WHITE SIGNATURE BORDER

\$115



RAVEN DEMERINO WITH WHITE SIGNATURE BORDER

\$115



ORCHID TRAFFITO WITH SKY BLUE SIGNATURE BORDER

\$115



ORCHID TRAFFITO WITH SKY BLUE SIGNATURE BORDER

\$115



PLAID SANGRIA ROSSO WITH NAVY BLUE SIGNATURE BORDER

\$115



PLAID SANGRIA ROSSO WITH WHITE SIGNATURE BORDER

\$115



RAVEN DEMERINO WITH NAVY BLUE SIGNATURE BORDER

\$115



RAVEN DEMERINO WITH RED SIGNATURE BORDER

\$115



SABLE FAVO WITH BLACK SIGNATURE BORDER

\$115



SABLE FAVO WITH WHITE SIGNATURE BORDER

\$115



TRIBAL DANZA WITH NAVY BLUE SIGNATURE BORDER

\$115



TRIBAL DANZA WITH MUSTARD YELLOW SIGNATURE BORDER

\$115



WHITE NUVOVA WITH BLACK SIGNATURE BORDER

\$115



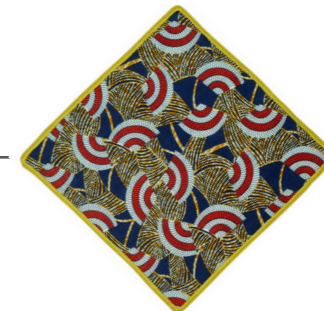
WHITE NUVOVA WITH NAVY BLUE SIGNATURE BORDER

\$115



STAND OUT FROM THE CROWD

IF YOU BLEND, YOU SIMPLY DISAPPEAR





THE CASHMERE WOOL
COLLECTION



EBONY NETTO WITH BLACK SIGNATURE BORDER

\$225



EBONY NETTO WITH WHITE SIGNATURE BORDER

\$225



EBONY NETTO WITH RED SIGNATURE BORDER

\$225



GALLPINII LUCENTEZZA WITH BURGUNDY SIGNATURE BORDER

\$225



FUMO DI OMBRA WITH BURGUNDY SIGNATURE BORDER

\$225



EBONY NETTO WITH RED SIGNATURE BORDER

\$225



FUMO DI OMBRA WITH SKY BLUE SIGNATURE BORDER

\$225



STEEL COBALTO WITH WHITE SIGNATURE BORDER

\$225



GALLPINII LUCENTEZZA WITH WHITE SIGNATURE BORDER

\$225



OBSIDIAN TESSERE WITH BLACK SIGNATURE BORDER

\$225



OBSIDIAN TESSERE WITH BURGUNDY SIGNATURE BORDER

\$225



PLAID ASPARAGI WITH OFF WHITE SIGNATURE BORDER

\$225



BURGUNDY VINO WITH OFF WHITE SIGNATURE BORDER

\$225



BURGUNDY VINO WITH BLACK SIGNATURE BORDER

\$225



ROYAL VIOLA WITH PURPLE SIGNATURE BORDER

\$225



SAPPHIRE STELLATO WITH NAVY BLUE SIGNATURE BORDER

\$225



PLAID ASPARAGI WITH OLIVE GREEN SIGNATURE BORDER

\$225



SAPPHIRE STELLATO WITH BURGUNDY SIGNATURE BORDER

\$225



SAPPHIRE STELLATO WITH NAVY BLUE SIGNATURE BORDER

\$225



ANGELO CREMISI WITH BURGUNDY SIGNATURE BORDER

\$225



BURGUNDY VINO WITH BURGUNDY SIGNATURE BORDER

\$225



ANGELO CREMISI WITH NAVY BLUE SIGNATURE BORDER

\$225



ANGELO CREMISI WITH WHITE SIGNATURE BORDER

\$225



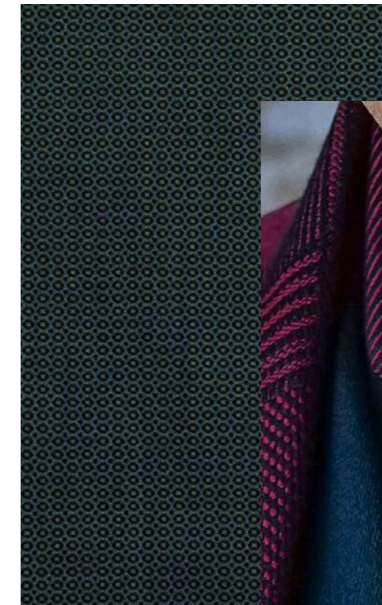
AVENA MOCA WITH BURGUNDY SIGNATURE BORDER

\$225



STEEL COBALTO WITH RED SIGNATURE BORDER

\$225





JADE LISCIO WITH SKY BLUE SIGNATURE BORDER

\$225



JADE LISCIO WITH BLACK SIGNATURE BORDER

\$225



JADE LISCIO WITH PINK SIGNATURE BORDER

\$225



JADE LISCIO WITH RED SIGNATURE BORDER

\$225



THE CONSERVATIVE FOLLOW

THE BOLD LEAD



JADE LISCIO WITH WHITE SIGNATURE BORDER

\$225



STEEL COBALTO WITH NAVY BLUE SIGNATURE BORDER

\$225





THE LINEN
COLLECTION





BOTANIC FIORITURA WITH RED SIGNATURE BORDER

\$115



BOTANIC FIORITURA WITH PINK SIGNATURE BORDER

\$115



BLU CIELO WITH SKY BLUE AND OFF WHITE SIGNATURE BORDER

\$145



PALE ROSA WITH PINK AND NAVY BLUE SIGNATURE BORDER

\$145



BLU CIELO WITH SKY BLUE AND CANARY YELLOW SIGNATURE BORDER

\$145



BLU CIELO WITH BABY BLUE AND SKY BLUE SIGNATURE BORDER

\$145



BLU CIELO WITH SKY BLUE SIGNATURE BORDER

\$145



BLU OCEANO WITH NAVY BLUE SIGNATURE BORDER

\$145



BLU OCEANO WITH NAVY BLUE AND LILAC BLUE SIGNATURE BORDER

\$145



BLU OCEANO WITH LILAC BLUE SIGNATURE BORDER

\$145



WHITE NIEVE WITH RED SIGNATURE BORDERS

\$145



WHITE NIEVE WITH BURGUNDY SIGNATURE BORDERS

\$145



WHITE NIEVE WITH BLACK SIGNATURE BORDERS

\$145



WHITE NIEVE WITH GRAY SIGNATURE BORDERS

\$145



BLU NAUTICO WITH WHITE SIGNATURE BORDER

\$145



BLU NAUTICO WITH BLUE SIGNATURE BORDER

\$145



BLU NAUTICO WITH MUSTARD YELLOW SIGNATURE BORDER

\$145



WHITE NIEVE WITH PINK SIGNATURE BORDERS

\$145



PALE ROSA WITH NAVY BLUE SIGNATURE BORDERS

\$145



BLU CIELO WITH YELLOW SIGNATURE BORDERS

\$145



PLAIDAZURE WITH OFF WHITE SIGNATURE BORDER

\$145



DENIM DU VOLTE WITH WHITE SIGNATURE BORDER

\$165



DENIM DU VOLTE WITH WHITE SIGNATURE BORDER

\$165



DENIM DU VOLTE WITH RED SIGNATURE BORDER

\$165



DENIM DU VOLTE WITH RED SIGNATURE BORDER

\$165



DENIM DU VOLTE WITH NAVY BLUE SIGNATURE BORDER

\$165



DENIM DU VOLTE WITH NAVY BLUE SIGNATURE BORDER

\$165



PLAIDAZURE WITH PINK SIGNATURE BORDER

\$145



HOUNDSTOOTH MEZZANOTTE WITH WHITE SIGNATURE BORDER

\$165



ALMOND CREMA WITH OLIVE GREEN SIGNATURE BORDER

\$145



HOUNDSTOOTH MEZZANOTTE WITH BLACK SIGNATURE BORDER

\$165



HOUNDSTOOTH MEZZANOTTE WITH NAVY BLUE SIGNATURE BORDER

\$165



HOUNDSTOOTH MEZZANOTTE WITH RED SIGNATURE BORDER

\$165



NAVY SCURO WITH NAVY BLUE SIGNATURE BORDER

\$145



ALMOND CREMA WITH BROWN AND OFF WHITE SIGNATURE BORDER

\$145



BLACK SPLENDOR WITH BLACK SIGNATURE BORDER

\$145



JUNGLE VERDE WITH OLIVER GREEN SIGNATURE BORDER

\$145



JUNGLE VERDE WITH BROWN AND OFF WHITE SIGNATURE BORDER

\$145



PLUM MEZZANOTTE WITH PURPLE SIGNATURE BORDER

\$145



PLUM MEZZANOTTE WITH PURPLE AND LAVENDER SIGNATURE BORDER

\$145



PLUM MEZZANOTTE WITH MUSTARD YELLOW AND PURPLE SIGNATURE BORDER

\$145



ALMOND CREMA WITH BROWN SIGNATURE BORDER

\$145



BLACK SPLENDOR WITH BLACK AND RED SIGNATURE BORDER

\$145



GUNMETAL GRAY AND GOLD WITH BLACK AND OFF WHITE SIGNATURE BORDER

\$145



BLACK SPLENDOR WITH BLACK AND WHITE SIGNATURE BORDER

\$145



NAVY SCURO WITH RED SIGNATURE BORDER

\$145





BLACK RASO WITH BLACK DIAMOND FLAKE SIGNATURE BORDER

\$215



BLACK RASO WITH RED DIAMOND FLAKE SIGNATURE BORDER

\$215



ALMOND CREMA WITH NAVY BLUE SIGNATURE BORDERS

\$145



ALMOND CREMA WITH BURGUNDY SIGNATURE BORDER

\$145



GUNMETAL GRIGIO WITH RED SIGNATURE BORDER

\$145



GUNMETAL GRIGIO WITH BLACK SIGNATURE BORDER

\$145



BLACK RASO WITH BLACK SIGNATURE BORDER

\$215



BLACK RASO WITH RED SIGNATURE BORDER

\$145



CHARCOAL VIOLA WITH OFF WHITE SIGNATURE BORDER

\$165



CHARCOAL VIOLA WITH LILAC BLUE SIGNATURE BORDER

\$165



CHARCOAL VIOLA WITH BLACK SIGNATURE BORDER

\$165



CHECKERED NOTTE WITH OFF WHITE SIGNATURE BORDER

\$145



CHECKERED NOTTE WITH RED SIGNATURE BORDER

\$145



NEUTRO PAGLIA WITH MULTICOLOR SIGNATURE BORDER

\$165



NEUTRO PAGLIA WITH MUSTARD YELLOW SIGNATURE BORDER

\$165



NEUTRO PAGLIA WITH WHITE SIGNATURE BORDER

\$165



NEUTRO PAGLIA WITH OLIVE GREEN SIGNATURE BORDER

\$165



NEUTRO PAGLIA WITH ROYAL BLUE SIGNATURE BORDER

\$165



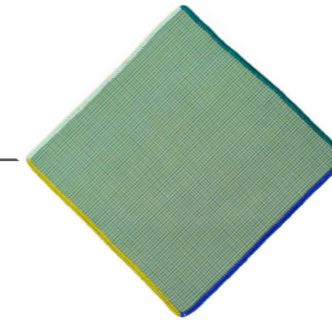
SCARLATTO MEGA HOUNDSTOOTH WITH BLACK SIGNATURE BORDER

\$145



VIOLET PERCALLIE WITH PURPLE SIGNATURE BORDER

\$145

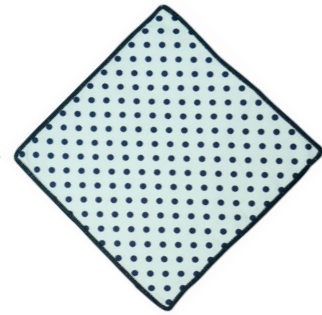


STYLE SPEAKS LOUDER

THAN WORDS

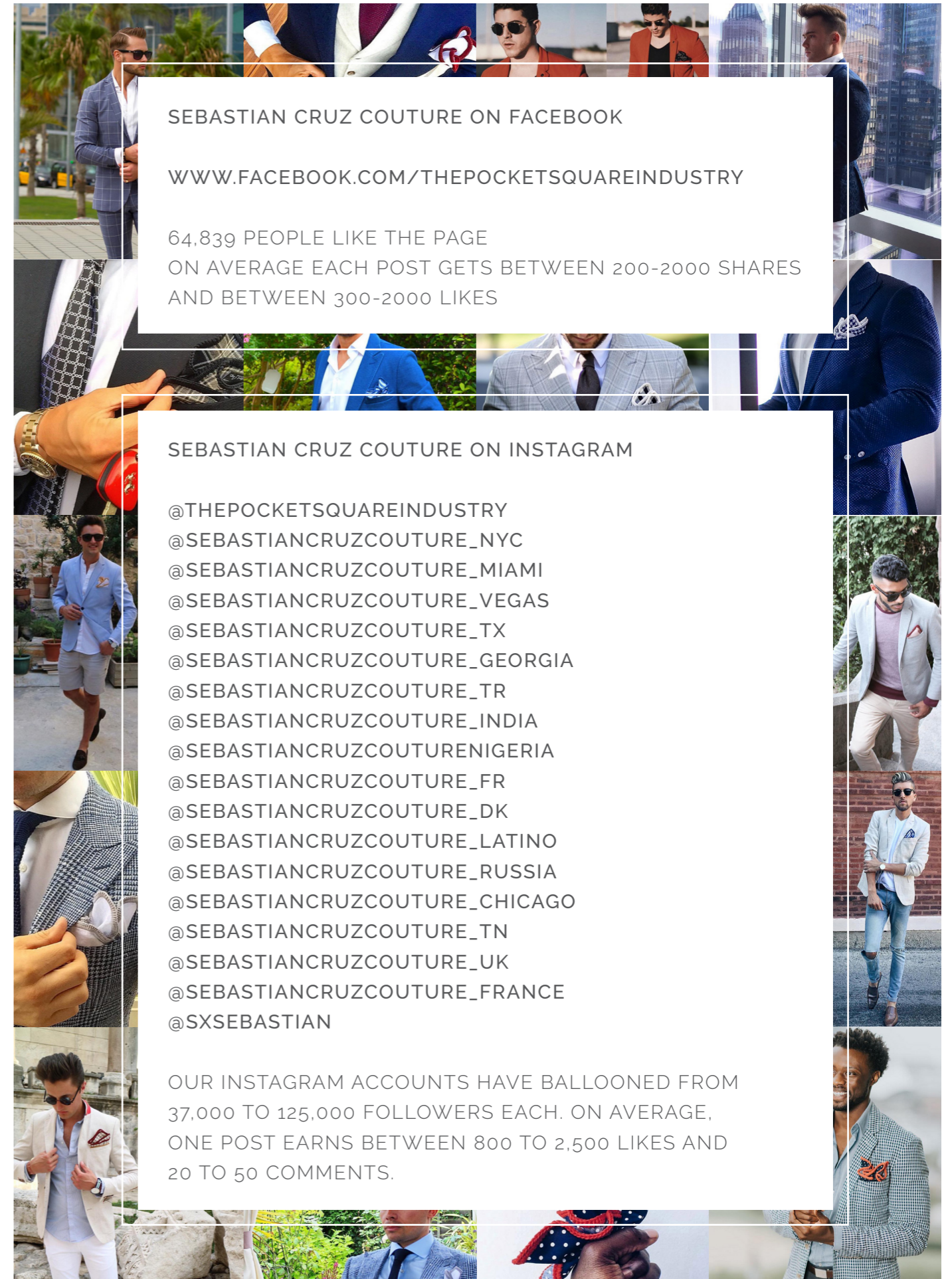
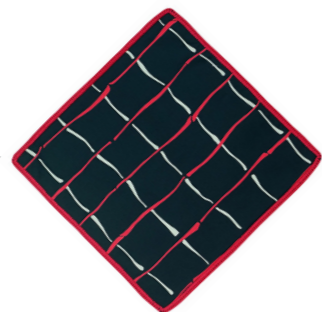






SOCIAL IS WHERE WE STARTED

TAKE A LOOK AT OUR STATISTICS



SEBASTIAN CRUZ COUTURE ON FACEBOOK

WWW.FACEBOOK.COM/THEPOCKETSQUAREINDUSTRY

64,839 PEOPLE LIKE THE PAGE
ON AVERAGE EACH POST GETS BETWEEN 200-2000 SHARES
AND BETWEEN 300-2000 LIKES

SEBASTIAN CRUZ COUTURE ON INSTAGRAM

- @THEPOCKETSQUAREINDUSTRY
- @SEBASTIANCRUZCOUTURE_NYC
- @SEBASTIANCRUZCOUTURE_MIAMI
- @SEBASTIANCRUZCOUTURE_VEGAS
- @SEBASTIANCRUZCOUTURE_TX
- @SEBASTIANCRUZCOUTURE_GEORGIA
- @SEBASTIANCRUZCOUTURE_TR
- @SEBASTIANCRUZCOUTURE_INDIA
- @SEBASTIANCRUZCOUTURENIGERIA
- @SEBASTIANCRUZCOUTURE_FR
- @SEBASTIANCRUZCOUTURE_DK
- @SEBASTIANCRUZCOUTURE_LATINO
- @SEBASTIANCRUZCOUTURE_RUSSIA
- @SEBASTIANCRUZCOUTURE_CHICAGO
- @SEBASTIANCRUZCOUTURE_TN
- @SEBASTIANCRUZCOUTURE_UK
- @SEBASTIANCRUZCOUTURE_FRANCE
- @SXSEBASTIAN

OUR INSTAGRAM ACCOUNTS HAVE BALLOONED FROM 37,000 TO 125,000 FOLLOWERS EACH. ON AVERAGE, ONE POST EARNS BETWEEN 800 TO 2,500 LIKES AND 20 TO 50 COMMENTS.



C O N T A C T

FOR PRESS INQUIRIES PLEASE CONTACT US AT
PR@SEBASTIANCRUZCOUTURE.COM

FOR MORE INFORMATION, PLEASE VISIT US AT
WWW.SEBASTIANCRUZCOUTURE.COM

Sebastian Cruz
COUTURE

SEBASTIANCRUZCOUTURE.COM