



J.PRESS

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PENNANT LABEL

APRIL '24



# A Nod to '90s Prep

Our Spring/Summer '24 J. Press Pennant Label collection emphasizes classic prep and Ivy staples styled simple and understated. Drawing inspiration from our favorite '90s films, photographs, and catalogs, the collection features fabrics and patterns reminiscent of the notorious popped-collar era.

Shop the April drop of our Spring/Summer '24 collection in-store and online at [www.jpressonline.com](http://www.jpressonline.com).



This Page: Crew Neck Fairisle Sweater \$195 PKR0101SH;  
White Polo Shirt \$75 PHS9014SF



This Page: Batik Anorak \$145 PHS0217SH

Opposite Page: Red Plaid Long Sleeve Sport Shirt \$98.50 PHS0212SH, Navy/Brown Madras Long Sleeve Sport Shirt \$98.50 PHS0202SH



# Made in India

Authentic Indian madras and batik fabrics have always been staples of Ivy style dating back to the heyday. We continue the tradition of producing these fabrics exclusively in Chennai (formerly known as Madras) offering them in a range of styles each spring/summer season.





# The Anorak

Created by the Greenlandic and Caribou Inuit, the anorak has existed for centuries as a garment traditionally meant to protect from Arctic conditions. With the rise of the Gorpcore trend, the anorak has reentered the mainstream as a utilitarian staple. Our take on this style utilizes lightweight fabrics, making this the perfect spring/summer outerwear piece for the warmer months.

This Page: Navy Seersucker Anorak \$145 PHS0218SH; Solid Grey Hoodie \$145 JKR9230AY; Grey Chambray Shorts \$89 PWS0103SH



# Tee Time

Inspired by vintage collegiate t-shirts, our pocket t-shirts are made from heavyweight 100% cotton fabric and feature a boxier cut, making them an ideal base layer during the transitional spring months.



**This Page:** Patch Madras Anorak \$145 **PHSo216SH**; Green Pocket T-Shirt \$39.50 **PHSo121SG**; Light Grey Solid Cotton Crew Neck Sweater \$145 **PKR0129SE**; Orslow 105 Standard Selvedge Denim \$345 **PPP0302SH**



**This Page:** Grey Pocket T-Shirt \$39.50 **PHSo121SG**



# Sport Shirt Central

We've expanded our collection of spring/summer sport shirts, offering a wide range of seasonal patterns and colors. Featuring lightweight fabrics with a soft, broken-in feel, these shirts are made to rival your favorite vintage button-ups.



This Page: Assorted Long Sleeve Sport Shirts \$98.50



This Page: Madras Short Sleeve Fun Shirt \$89.50  
PHS0205SH: Orslow 105 Standard Selvedge  
Denim \$345 PPP0302SH



This Page: Short Sleeve Sport Shirts \$89.50



# The Cable Knit Crewneck

Up your sweater game with our warm weather cable knit sweaters, made from a breathable cotton-linen blend. Available in a range of spring/summer colors, pick up your favorite or add one of each to your rotation.



This Page: Assorted Cotton Linen Cable Knit Sweaters \$165  
PKR0102SH





## We Like Short Shorts

New this season, we've taken our classic bermuda-length shorts and brought the hem up to a 6" inseam, inspired by the shorter boardshort cuts of the '60s. Available in a range of fabrics including madras, seersucker, and chambray.

This Page: Tan Short Trench Coat \$245 PCMo115SG; White Pocket T-Shirt \$49.50 PHS9027AY; Brown Long Sleeve J. Press Tee \$55 PHS01226SG; Vintage Multi Stripe Shorts \$89 PWS0106SH

Opposite Page: Assorted Shorts \$89





# Fancy Pants

The wilder side of preppy often features GTH (go-to-hell) pants as a playful wardrobe staple. We're offering a handful of choices this season, made from lightweight, breathable 100% cotton fabric.





# The Critter Pant

Our version of this iconic pants style features our classic skull-and-bones motif. Available in navy chino pants and tan chino shorts, wear these staples comfortably all season long.



**This Page:** Assorted J. Press Pennant Needlepoint Hats  
\$39.50 PHT9134AY

**Opposite Page:** Blue Chambray Long Sleeve Sport Shirt  
\$98.50 PHS0209SH; Grey Short Sleeve Pocket T-Shirt  
\$39.50 PHS0121SG; Navy Skull and Bones Critter Pants \$145  
PPP0201SH





# Striped Piqué Polos

Created in the early 1900s, the modern polo shirt originated as an alternative to traditional tennis whites and shot to popularity later in the decade as a casual warm-weather staple. Especially popular amongst the preppies of the 80s and 90s, the polo shirt has become an iconic style.

Our striped polo shirts are offered in a boxier fit, featuring a two-button placket, banded sleeves, side gussets, and 100% cotton piqué fabric.

This Page: Assorted Striped Polo Shirts \$79





**This Page:** Navy Solid Suit \$695 **PSR9001AY**; Navy Double Stripe Sport Shirt \$98.50 **PHS0215SH**; Navy Silk Knit Tie \$79.50 **PTR9000AY**

# Pennant Label Custom

Our J. Press Pennant Label Custom Tailored Clothing program offers all the perks and benefits of the ideal made-to-measure experience. Create your own suit for everyday wear or prepare for events season and order a perfectly fitted tuxedo. Book your appointment today at our Madison Avenue flagship, Washington D.C., or New Haven locations.





This Page: Grey Herringbone Summer Tweed Sport Coat \$395 **PJK0101SH**; Navy/Brown Madras Long Sleeve Sport Shirt \$98.50 **PHS0202SH**; White 5-Pocket Pants \$98.50 **PPP0001SF**; Navy Silk Knit Tie \$79 **PTR9000AY**

Opposite Page: Assorted Summer Tweed Sport Coats \$395



## Summer Tweed

Our cotton summer tweed sport coats feature the look and details of the iconic tweed sack jacket in a weight that's wearable through the spring and summer months.



## Shop Our Store Locations

### J. Press Pennant Label Flagship Store

501 Madison Avenue  
New York, NY

### J. Press New Haven

262 Elm Street  
New Haven, CT

### J. Press Washington, DC

1801 L Street NW  
Washington, DC

Visit us online at [www.jpressonline.com](http://www.jpressonline.com)





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