

J.PRESS

J. PRESS
PENNANT LABEL

MARCH '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 March drop of our Spring/Summer '24 collection in-store and online at www.jpressonline.com.



Opposite Page: Patchwork Madras Sport Coat \$395
PJKo201SH; Burgundy Polo Shirt \$75 PHS9014SF; White
5-Pocket Pants \$98.50 PPP9001SF

Spring Basics

Keep your wardrobe light and airy this season and stock up on warm-weather basics featuring versatile hues and classic fits.



This Page: White Polo Shirt \$75 **PHS9014SF**; Khaki 5-Pocket Pants \$98.50 **PPP9001SF**; White Oxford Shirt \$98.50 **PHS9000SF**



This Page: White Oxford Shirt \$98.50 **PHS9000SF**; Khaki Cotton Chino Pants \$98.50 **PPP9000SF**; White Seersucker Shirt \$98.50 **PHS0206SH**; Stone 5-Pocket Pants \$98.50 **PHS9014SF**; White Polo Shirt \$75 **PHS9014SF**; White Oxford Short Sleeve Popover \$89.50 **PHS9002SF**; Khaki Cotton Chino Pants \$98.50 **PPP9000SF**

Playful Patterns

We decided to take the darker plaids and Fair Isle patterns typically associated with cold-weather garments and apply them to a handful of warm-weather staples. Muted madras feels right at home at a weekend getaway to the lake, and bright faire isle adds some flair to a cool night on the coast.

Opposite Page: Grey Herringbone Summer Tweed Sport Coat \$395
PJK0101SH; Navy/Brown Madras Long Sleeve Shirt \$98.50 PHS0202SH;
White 5-Pocket Pants \$98.50 PPP9001SF; Navy Silk Knit Tie \$79.50
PTR9000FG

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



The Zephyr-Weight Oxford

This take on our classic oxford cloth button-down features soft, lightweight 100% cotton fabric, 3.25" collar points, and signature J. Press flap pocket. Ideal for warmer spring and summer days, throw one on for a casual night out or for extra coverage on the beach.



This Page: Yellow Zephyr Weight Oxford Sport Shirt \$98.50 PHS0206FG; Blue Zephyr Weight Oxford Sport Shirt \$98.50 PHS0206FG; White 5-Pocket Pants \$98.50 PPP9001SF

Opposite Page: Assorted Zephyr Weight Oxford Sport Shirts \$98.50 PHS0206FG

The Piqué Polo

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.

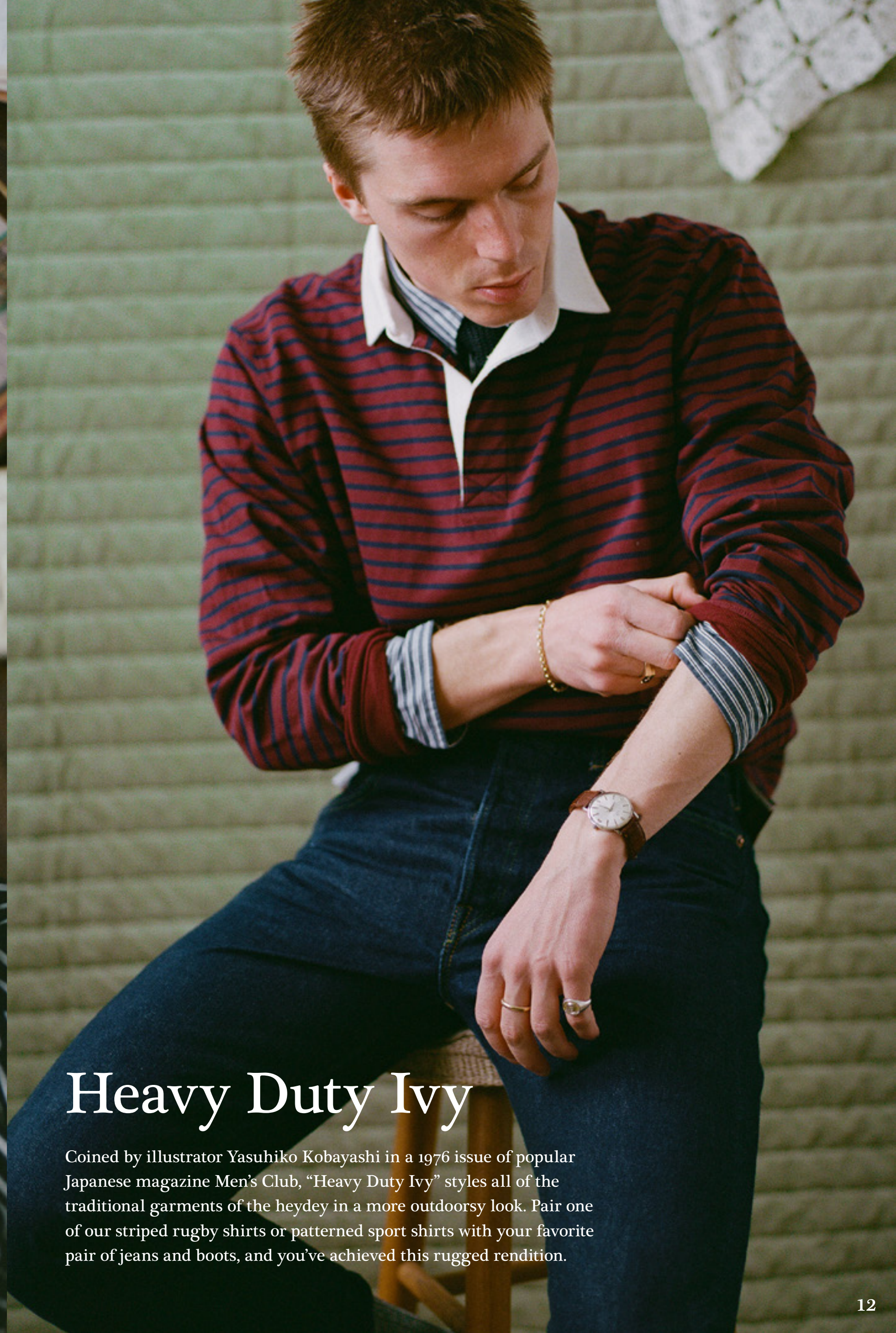
Our polo shirt is offered in eight distinct colors, featuring a two-button placket, banded sleeves, side gussets, and 100% cotton piqué fabric.





This Page: Green/White Striped Rugby Shirt \$135
PHS0123SG; White/Navy Striped Rugby Shirt \$135
PHS0113SG

Opposite Page: Burgundy/Navy Striped Rugby Shirt
\$135 PHS0113SG; Navy Double Stripe Sport Shirt \$98.50
PHS0215SH; Navy Silk Knit Tie \$79.50 PTR9000FC



Heavy Duty Ivy

Coined by illustrator Yasuhiko Kobayashi in a 1976 issue of popular Japanese magazine Men's Club, "Heavy Duty Ivy" styles all of the traditional garments of the heyday in a more outdoorsy look. Pair one of our striped rugby shirts or patterned sport shirts with your favorite pair of jeans and boots, and you've achieved this rugged rendition.

The Cinch-Back Chino

Referred to as the “cinch-back” or “buckle-back” chino, the popularity of this trouser style dates back to the early 50s. College students of the time brought the cinch-back into fashion on campuses across New England, and J. Press was one of the original retailers to introduce this style, which featured a high rise and trimmer silhouette.

This Page: Tan Short Trench Coat \$245 PCM015SG; Red
Plaid Sport Shirt \$98.50 PHS0212SH; Navy Polo Shirt \$75
PHS9014SF; Grey Pocket T-Shirt \$45 PHS0121SG; Cotton
Duck Bucket Hat \$35 JWH0204FG



This Page: Assorted 5-Pocket Pants \$98.50 PPP9001SF

Cotton Sweaters

Perfect for the transitional season, our cotton sweaters are available in a range of bright spring colors.



This Page: Assorted Cotton Crew Neck Sweaters \$145
PKR0129SG

Opposite Page: Green Cotton Crew Neck Sweater \$145
PKR0129SG; White Polo Shirt \$75 PHS9014SF; Blue/White
Seersucker Pants \$98 PPP0104SH



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.



This Page: Grey Herringbone Summer Tweed Sport Coat \$395 **PJK0101SH**

Opposite Page: Grey Herringbone Summer Tweed Sport Coat \$395 **PJK0101SH**; Vintage Multi Stripe Sport Shirt \$98.50 **PHS0211SH**; White Pocket T-Shirt \$45 **PHS0121SG**

The Sack Suit

Shop our basic sack suits, available in solid navy and charcoal. Dress them down with one of our patterned sport shirts or dress them up with our traditional dress shirts, now available in a range of fabrics and collar styles.



This Page: Navy Solid Suit \$695 **PSR9001**; Navy Double Stripe Sport Shirt \$98.50 **PHS0215SH**; Black Silk Knit Tie \$79.50 **PTR9000FG**

This Page: Burgundy Emblematic Crest Unlined Tie \$59.50 **PTR0104**; Guard Stripe Unlined Tie \$59.50 **PTR9001**



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

