

ALTON * LANE

FOR IMMEDIATE RELEASE:

Alton Lane, Revolutionary New Lifestyle Brand, Announces Official Launch

NEW YORK, May 13, 2010 -- Alton Lane, the new standard for premium custom menswear, announces its official launch with the introduction of their Virtual Design Lab, an innovative e-commerce platform on AltonLane.com.

"We aren't here to join the luxury men's clothing market. We're here to revolutionize it," said Colin Hunter, Alton Lane's co-founder and CEO.

Alton Lane was founded on the principle of introducing a new standard to the menswear industry: Offer better clothes for better prices and deliver a better shopping experience. The company has set out to permanently alter the way men think about and shop for both personal and professional attire.

Alton Lane offers a complete collection of fully bespoke clothing for business, social and special events, including suits, shirts, trousers, blazers, tuxedos and overcoats. Each article of clothing, carefully crafted by Alton Lane's team of highly skilled tailors, reflects the brand's commitment to impeccable quality and flawless attention to detail.

Through more efficient sourcing, inventory management and distribution, Alton Lane is able to provide a more honest pricing structure, offering premium custom clothes at prices that are more accessible. Custom shirts start at \$89; custom suits start at \$525.

"As consumers, we were genuinely dissatisfied with the current retail model for menswear and knew there was an opportunity for improvement," Hunter said. "We conducted comprehensive surveys and spent months overseas immersed in the global menswear market. We broke it down from top to bottom and strategically built Alton Lane on what we saw was missing from the industry: quality, fit and convenience."

Alton Lane is dedicated to enhancing the overall shopping experience for each client based on comfort, personal preference and convenience. Whether in person at the Alton Lane showroom or online in the Virtual Design Lab, each client is given a first-class experience in a relaxed environment.

New York City Showroom

Through private appointments in the Manhattan showroom, clients are able to obtain their precise measurements in less than 30 seconds by using Alton Lane's state-of-the-art 3D body scanner. They can peruse the carefully curated selection of fabrics while enjoying a drink from the Alton Lane bar.

Virtual Design Lab on AltonLane.com

Alton Lane makes shopping for custom clothing easy and accessible from anywhere in the world. Using 3D technology, clients can fully design, customize and visualize each garment before making a purchase. Alton Lane's measurement guide will ensure proper measurements are taken either at home, at a local tailor or via a virtual fitting. Clients can request fabric samples and personalized style advice is available from Alton Lane's style council.

"We are dedicated to reflecting the brand's commitment to excellence and customer service both in our showroom, via the private appointment model, and online, via the Virtual Design Lab.

In order to do so, we have decided to launch our website as an invitation-only service so we can keep up with demand and guarantee the Alton Lane standard to all clients worldwide," states co-founder Peyton Jenkins. "On our website, you can sign up for a private appointment in our showroom or join the waiting list to access our Virtual Design Lab. We will accommodate requests as quickly as possible."

The Alton Lane showroom is open for private appointments around the clock, seven days a week. Each garment ordered from Alton Lane is truly bespoke and the fabric is cut based on each individual order. Turn around time from date of order to delivery is approximately six weeks.

About Alton Lane

Founded in New York City in 2009, Alton Lane is a luxury lifestyle brand with a mission to revolutionize the menswear industry. The company is founded on three brand principles--better clothes, better value, better experience. By combining groundbreaking technology with an innovative and exciting approach to custom-made clothing, Alton Lane is altering the way men think about and shop for professional and casual attire. Offering luxurious custom clothing of exceptional quality and fit, along with a personalized shopping experience that redefines bespoke tailoring, Alton Lane sets a new standard of excellence for mens clothing worldwide. For more information, visit altonlane.com.

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