Launch of Niccolò P. 2020 Structured Polo Shirts; Online Sales Growth Hits 450%

Tuesday 16 June, 2020

Niccolò P. is pleased to announce the launch of its latest range of men's polo shirts. Continuing the use of exclusive luxury fabrics (including West Indian Sea Island cotton) that has become a hallmark of the brand, the range has more than doubled to 20 styles.

Founded by former City finance professional Pascal Keane, the label was conceived in 2016 and launched in 2018 with a mission to re-interpret classic menswear for the smaller but better wardrobes of the future delivered through a sustainable, transparent supply chain with a true direct-to-consumer value proposition. Online sales growth has reached 450% in 2020 with the business benefitting from an acceleration in the trend to online clothes shopping due in part to work from home protocols.

The 2020 collection includes fabrics sourced exclusively from the fine textile region of Montebelluna, Italy; bespoke-level details are added to each polo shirt including Australian mother-of-pearl buttons, crow's foot stitching, flat-felled seams and stand collars with slots for collar stays. New features have been added to limited edition styles including a concealed microfibre cloth for glasses or device cleaning and a unique 'grip' on the inside of the placket to ensure hooked sunglasses stay firmly in place – bringing a classic menswear staple truly into the 21st century. Further expansion is slated for 2020 with a line of unstructured blazer jackets tailored in Italy using Loro Piana fabrics.

Niccolò P.'s Founder, Pascal Keane, said: *"We're incredibly proud to be launching an expanded range of polo shirts and complementary accessories for 2020 on* niccolo-p.com *and with our multi-brand shopping platform partners. Continuous refinement of our products is something we are steadfastly focused on and this has led to the addition of two innovative features to our shirts which we are certain customers (new and old) will love. We have enjoyed considerable success since our launch in 2018 which has led to a trebling of the number of styles in the range during that time."*

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