Launch of Niccolò P. 2021 Structured Polo Shirts; New Retail Partners Added

Tuesday 11 May, 2021

Niccolò P., the London-based menswear brand, is pleased to announce the launch of its latest range of structured polo shirts. Continuing the use of exclusive luxury fabrics (including West Indian Sea Island and Egyptian Mako cottons) that has become a hallmark of the label, the range has increased to over 30 styles with plans in place to double this by 2022.

Founded by former growth company adviser Pascal Keane, the brand was conceived in 2016 and launched in 2018 with a mission to re-interpret a classic menswear staple for the smaller but better wardrobes of the future delivered through a sustainable, transparent supply chain with a true direct-to-consumer value proposition.

The 2021 collection includes custom colours and fabrics sourced exclusively from the fine textiles region of Montebelluna, Italy; bespoke-level details have been added to each polo shirt including Australian mother-of-pearl buttons and flat-felled seams. Further expansion is slated for 2021 with an exclusive line of unstructured blazer jackets tailored in Italy using Loro Piana fabrics.

The company is also pleased to announce that it has added two new retailers to its network of luxury shopping partners: Staiy, an online shopping venue focused on sustainable brands, and Satori & Scout, a multi-departmental online concept store for independent and emerging brands which will launch in early summer.

Niccolò P.'s Founder, Pascal Keane, said: *"Following exceptional growth in 2020, we are very proud to be adding once more to our range of polo shirts. We are also delighted to add two fantastic names to our luxury shopping partner network and look forward to working with them through 2021 and beyond."*

About Niccolò P.

Niccolò P. (pronounced: /ni-CO-lo-P/) was founded in London in 2018 with a mission to re-interpret a classic menswear staple for the smaller but better wardrobes of the future. This mission is delivered with a clear focus on value (as a true direct-to-consumer brand), sustainable production with a transparent supply chain and, above all, using only the finest natural materials in the world produced responsibly in Europe.

The company's signature product is a structured polo shirt made using fine cottons knitted in Italy with bespoke-level details added as standard: a polo smart enough to take the wearer from relaxed meeting to the rooftop bars of the city and from airport lounge to poolside. A range of unstructured blazer jackets, tailored in Italy, is set to launch in September 2021.

Visit www.niccolo-p.com

Media:







Related Sectors:

Men's Interest :: Retail & Fashion ::

Related Keywords:

Polo Shirt :: Menswear :: Luxury :: Growth Company :: Brand :: Retail :: Sustainable Fashion ::

Scan Me:

Company Contact:

_

Niccolò P.

T. +44(0)20 7998 3685
E. pascal.keane@niccolo-p.com
W. https://www.niccolo-p.com/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.niccolo-p.pressat.co.uk