



Spring 2011

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HAPPY DAYS ARE HERE AGAIN Men Have Fun With Fashion This Spring at Sears

This spring, men are having fun with fashion, channeling the classic, crisp style of timeless characters like Jay Gatsby and modern day dandies like *Gossip Girl's* Chuck Bass. In an escape from the everyday, the "happy days" look of chinos and micro florals evokes the carefree prosperity of an age when Fred Astaire ruled the dance floor. By contrast, casual wear like buffalo check prints and chambray evokes the laid-back, loose look of "humble pie." With a soft grunge influence, this look says "born in the USA," through muted mid-tone colours, broken in, relaxed denim and chambray shirts with a laundered, vintage feel.

"'Happy days' is a fresh and cheerful look defined by pieces that are smart, tailored and preppy," says Nancy Dennis, Brand and Trend Director, Men's wear at Sears Canada. "This look naturally speaks to men who have a bold sense of style, but it's also a fun way for those who are shy with fashion to break out of their shell and try something new."

Happy Days Key Trends for Spring 2011:

- Chinos
- Madras plaid
- Micro checks and stick stripes
- Tiny geographic prints
- Mixed prints
- Micro florals

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HAPPY DAYS ARE HERE AGAIN

- 2 -

How to Wear Happy Days

Go all out: Pair a madras plaid shirt with rolled up, chinos and a boldly coloured bow tie. Layer with a collegiate sport jacket, add some brogues and top it off with a newsboy cap.

Try toned down: Top off some crisp chinos with a smart shirt in a micro check or floral and finish with some buffed loafers.

For the all American boy with a more humble sense of fashion the look is less tailored and more relaxed. "Think cowboy, without the western," says Dennis. "This look is incredibly masculine, yet the worn in details have a soft, approachable feeling, making the look easy to wear."

Humble Pie Key Trends for Spring 2011:

- Retro floral prints
- Plaid
- Chambray
- Buffalo checks
- Striped jersey
- Distressed, vintage finishes

How to Wear Humble Pie

Go all out: Start with a chambray shirt, add destroyed denim, heavy work boots and top with a striped jersey scarf.

Try toned down: Pair worn in denim with a rolled up plaid shirt and your favourite pair of worn-in sneakers.

About Sears

Sears Canada is a multi-channel retailer with a network of 197 corporate stores, 219 dealer stores, 31 home improvement showrooms, over 1,800 catalogue merchandise pick-up locations, 108 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The company also publishes Canada's most extensive general merchandise catalogue and offers shopping online at www.sears.ca.

- 30 -