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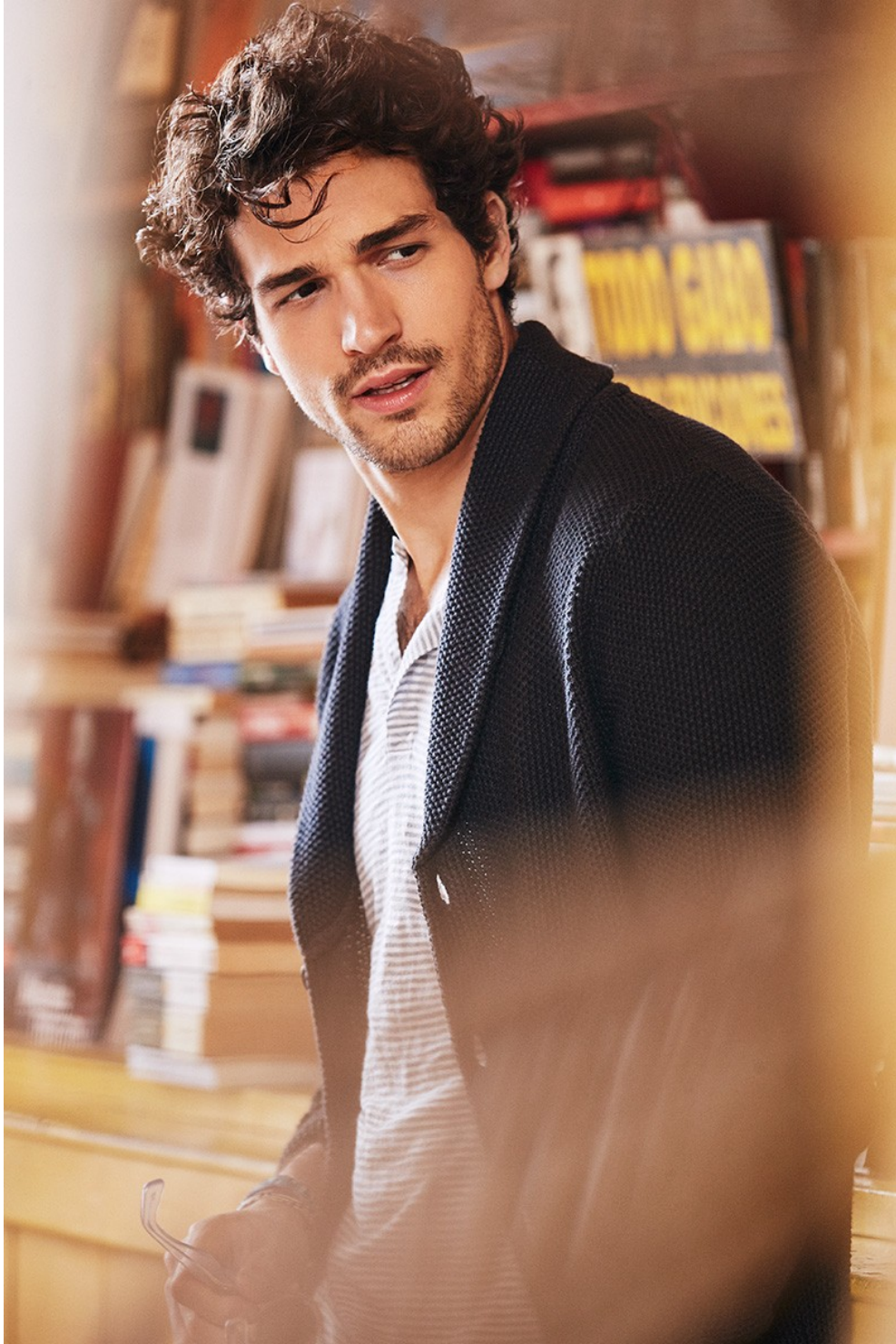
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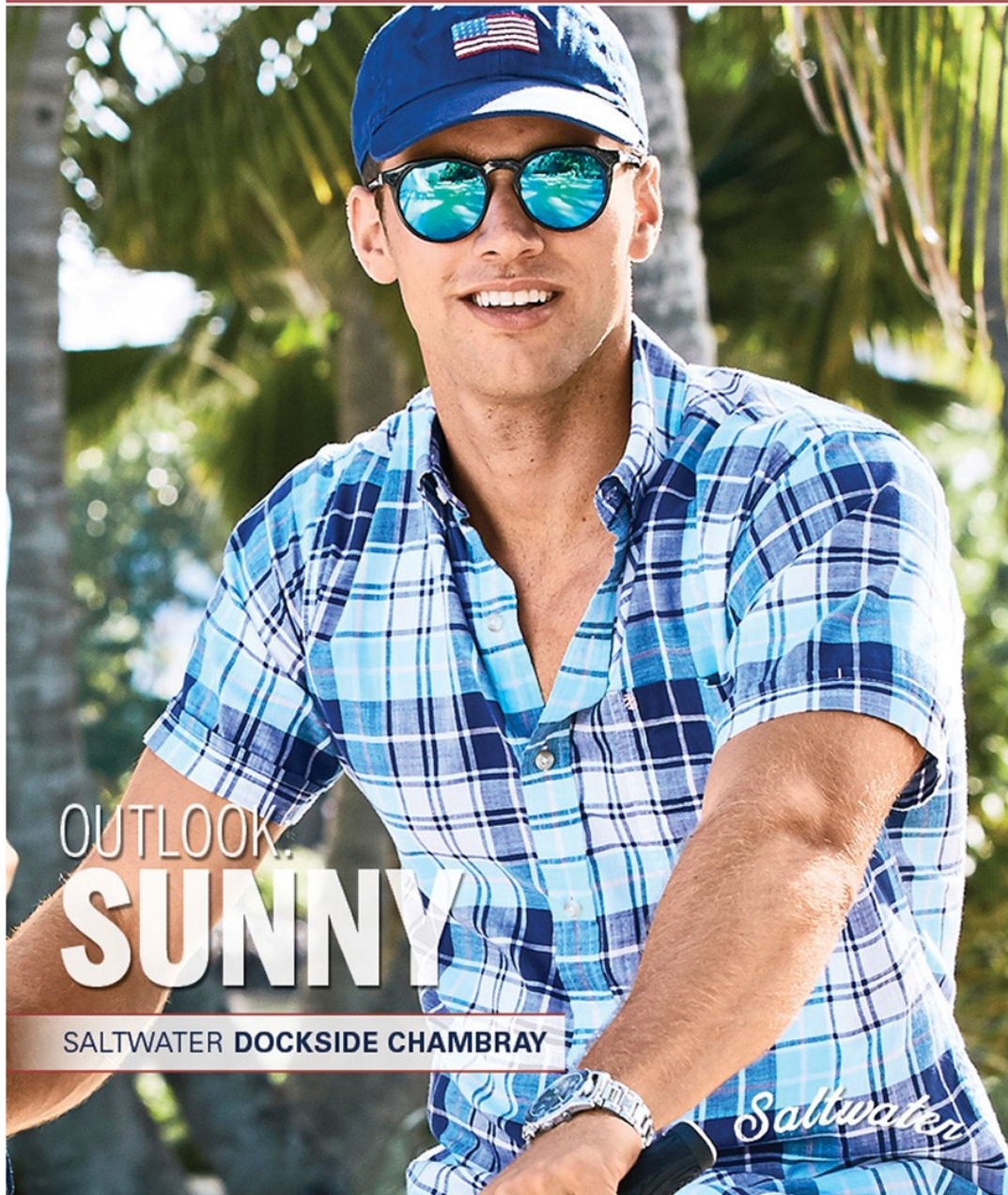


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COOL FX
COOLING
TECHNOLOGY
ZONES

WICKING

EASY CARE

Saltwater

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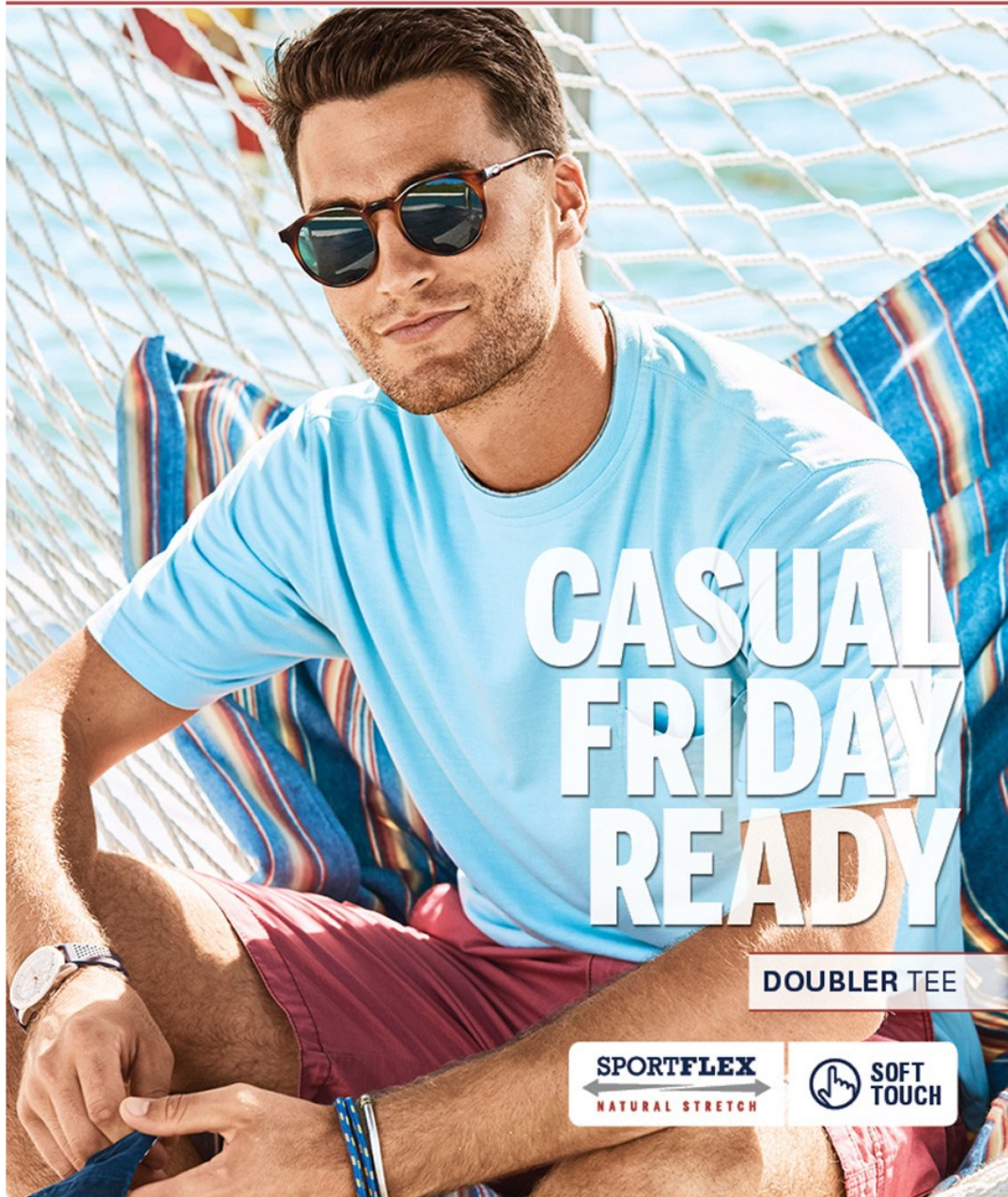


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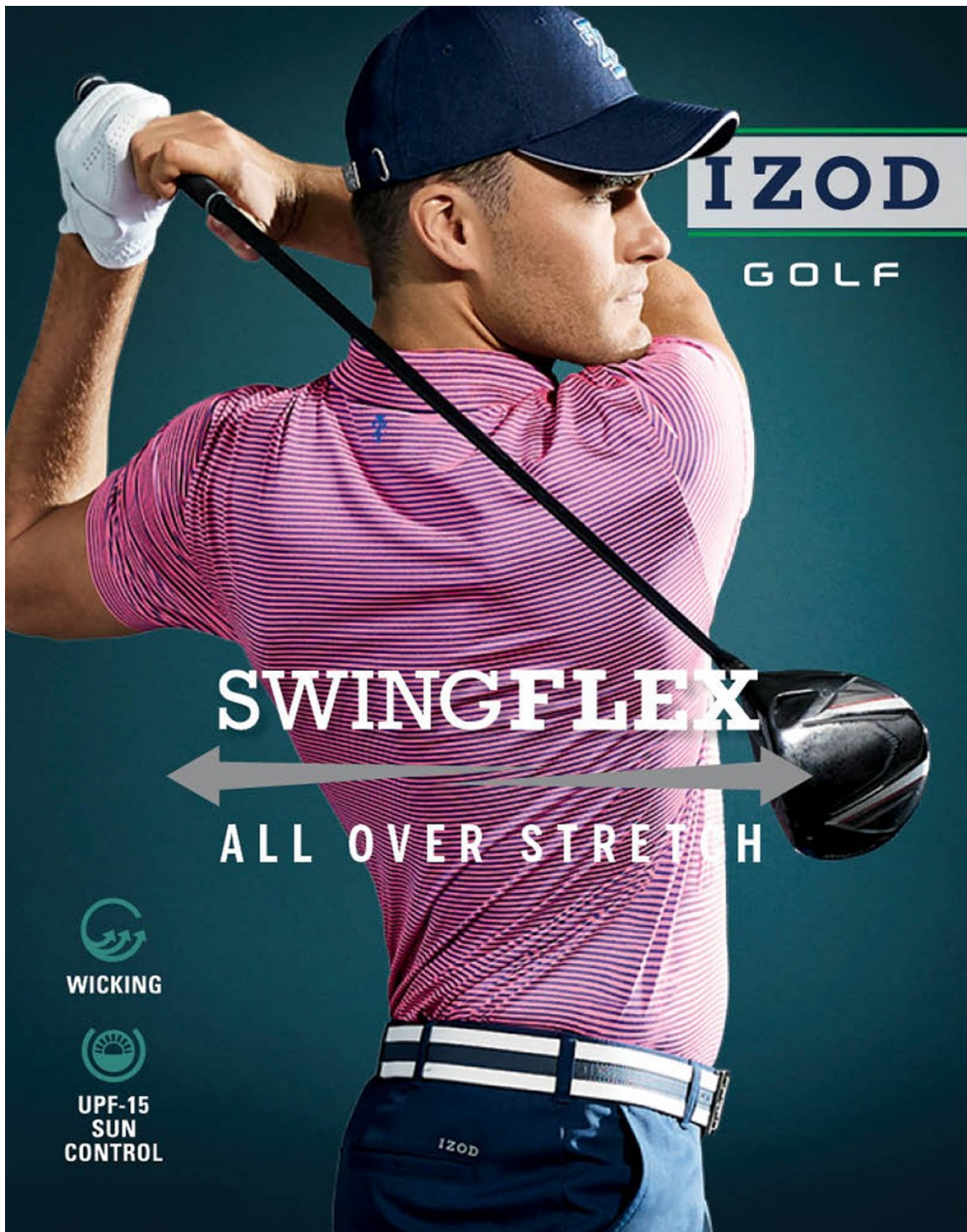
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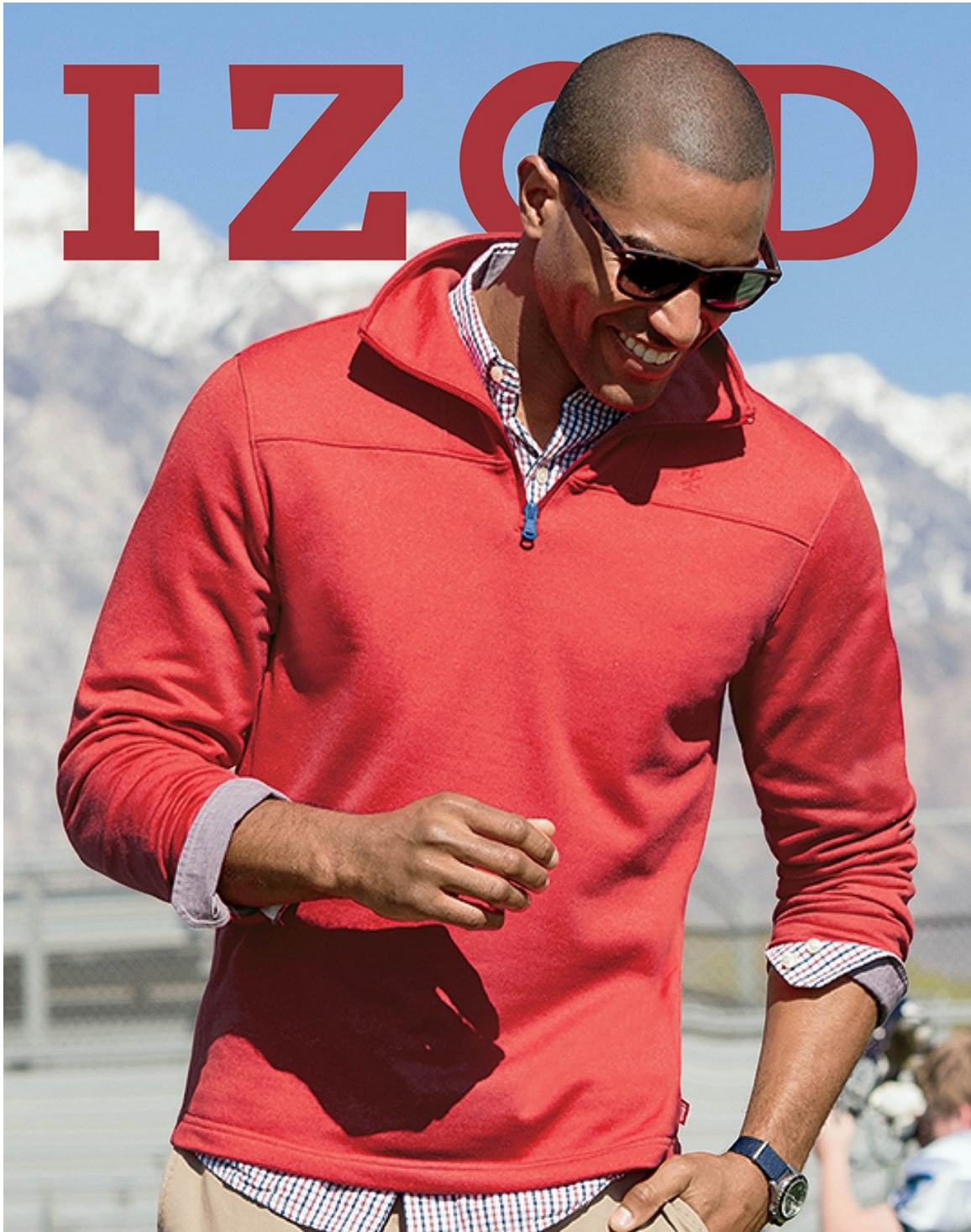
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The image is a magazine cover for 'BONOBO'. It features a man in a dark tuxedo with a white shirt and dark tie, smiling and looking towards the camera. He is standing in front of a jazz band. To his left, a person is partially visible playing a brass instrument. To his right, a man in a tuxedo and sunglasses is playing a drum set. The drum set has a large circular logo that reads 'STATION HALL JAZZ BAND of New Orleans, La.'. The background is a rustic, wooden interior. The magazine title 'BONOBO' is in large white letters at the top. Below it, 'FEBRUARY' is written in smaller white letters. At the bottom left, 'SPRING 2015 NEW ORLEANS' is written in large white letters, followed by 'BONOBOS.com' in red, and 'VISIT US ONLINE OR MAKE AN APPOINTMENT AT ONE OF OUR GUIDESHOPS' in white.

BONOBO

FEBRUARY

**SPRING 2015
NEW ORLEANS**

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BONOBOS
FOUNDED ON FIT
BUILT ON SERVICE

Bonobos began with a simple notion: men deserve clothing that actually fits, and a shopping experience that's totally painless. And we've worked hard to live up to that by offering a better-fitting waistband that conforms to your waist, a trimmer, more tailored cut for suits and shirts, and more fit options than anyone else in the business. Problem solved? We think so. But if you ever have any comments or questions, we have Guidesops & customer service Ninjas on call to make sure you find the right fit. That's a promise.

02 BONOBOS.com

FRONT COVER:
The Capstone Cotton Tuxedo \$140
The American Tuxedo Dress Shirt \$148
Satin Tuxedo Necktie \$78
Morris Dress Shoe by Grenson \$375

CURRENT PAGE:
The Foundation Cotton Suit \$450
Washed Poplin Shirt \$55
The Madison Pocket Square \$42
Sid Dress Shoe by Grenson \$430

SPRINGTIME IN THE BIG EASY
After a long winter and endless snow, it feels good to get out and stretch your legs. And few cities are better for it than New Orleans. A cultural treasure with music, cuisine, and architecture all its own, there's no place like it in America. And the nightlife? [Ahem] Word on the street is that it's pretty good, too.

BONOBOS.com 03



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04 BONOBOs.com

The Capstone Suit \$115
The Americano Dress Shirt \$138
Americano Necktie \$98
Sid Dress Shoe by Grenson \$445
Her wardrobe by AYR

OPPOSITE PAGE:
The Foundation Seersucker Suit \$450
Daily Grind Dress Shirt \$98
Cotton Necktie \$68

The Foundation Cotton Suit \$450
Washed Poplin Shirt \$95
The Madison Pocket Square \$42
Sid Dress Shoe by Grenson \$430

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OUT BACK WITH THE BAND
Preservation Hall is famous for its concerts, but some of the best music we've ever heard was played in the back courtyard, where musicians relax and catch up between shows. Jam sessions are not uncommon, nor, as we learned, is the occasional well-used bicycle.

The Foundation Wool Suit Pant \$245
Daily Grind Dress Shirt \$98
Americano Necktie \$98

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JAZZ THINGS UP A LITTLE
Preservation Hall began as an art gallery in the 1950s. The owner at the time loved the city's distinctive jazz music, and often invited local legends over to play for him and the many other enthusiasts who believed that style of New Orleans music should never die.

The Foundation Cotton Suit \$450
TheAmericano Dress Shirt \$138
Linen Necktie \$68

08 BONOBOBOS.com

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FRENCH FROM THE START

No visit to the French Quarter is complete without a sazerac (or three) at Napoleon House, pictured in the background. According to legend, the building nearly became home to an exiled Napoleon Bonaparte. He never made it over, but pictures of the French general's likeness still cover the bar.

The Foundation Trousers \$128
Washed Poplin Shirt, Short Sleeve \$78

BONOBOS.com 11

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BOURBON PLANNING
So was the street named after the whiskey? Actually, "Bourbon Street" comes from the Bourbon Dynasty, which ruled France and Louisiana in the 18th century. But there's no reason to let history get in the way of your weekend.

Weekday Warriors \$98
The Americano Dress Shirt \$148
Silk Necktie \$78

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**COFFEE & BEIGNETS
BREAKFAST OF CHAMPIONS**

Coffee in the Crescent City isn't just coffee. Traditionally, chicory is added, giving the roast a strong, toasty flavor to complement that French doughnut. And all that caffeine? Let's just say it got us up on our feet and ready to rumble.

Flatiron Selvage Denim, Olive \$175
TheAmericano Dress Shirt \$168
The Academy Blazer \$398
Sid Dress Shoe by Grenson \$445

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NoMad French Terry Sweatpant \$98
Lightweight Oxford \$78
The Baxter Trench (on the chair) \$298
Sneakers by Del Toro \$320



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A man with a beard and dark hair, smiling, is wearing a light-colored (beige or cream) suit. He is standing in front of a rustic, textured wall and a wooden door. The lighting is soft, and the overall mood is sophisticated and artistic.

**THE FOUNDATION
COTTON SUIT**

The warm-weather version of our best-selling suit. The Foundation Cotton Suit features cool and breathable fabric and is available in Slim and Standard fits. It does spring weddings and summer vacation with ease.

The Foundation Cotton Suit \$450
Daily Grind Dress Shirt \$98
The Lincoln Pocket Square \$42

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Flatiron Selvage Denim, Natural \$175
Lightweight Oxford \$78
The Jean Jacket \$128

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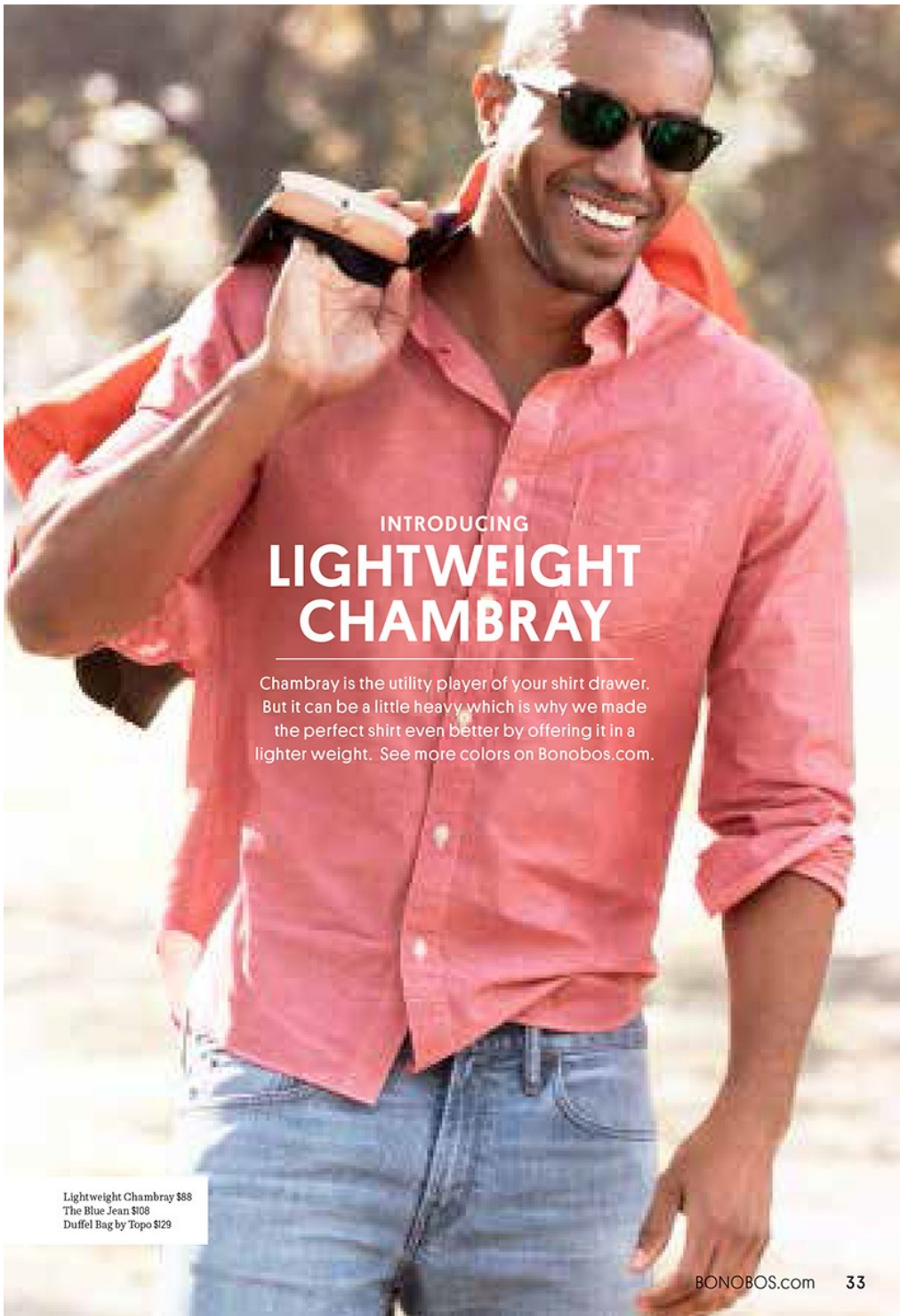
Stretch Washed Chinos \$98
Yarn Spun Printed Tee \$45
Espadrille Shoes by Mulo \$145
Folded shirt shown on right:
Short Sleeve Washed Poplin Shirt \$78

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INTRODUCING
**LIGHTWEIGHT
CHAMBRAY**

Chambray is the utility player of your shirt drawer. But it can be a little heavy which is why we made the perfect shirt even better by offering it in a lighter weight. See more colors on Bonobos.com.

Lightweight Chambray \$88
The Blue Jean \$108
Duffel Bag by Topo \$129

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A man with a beard and long hair, wearing a bright blue short-sleeved button-down shirt with a white tropical leaf pattern and dark navy trousers, is walking on a street in New Orleans. He is looking off to the side with a slight smile. The background shows a weathered building with a balcony and a doorway.

BONOBOS

MARCH

**SPRING 2015
NEW ORLEANS**

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VISIT US ONLINE OR MAKE
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OF OUR GUIDESHOPS

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THE JETSETTER BLAZER

Going away for the weekend means taking a blazer - something versatile, comfortable, and easy to travel in. With its hint of comfortable stretch and Slim or Standard fit options, the Jetsetter Blazer is a first-class choice.

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The Jetsetter Blazer \$398
Rowman Henley \$68
NoMad French Terry Sweatpant \$98

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The Crown Prints Chinos \$128
Shown with: Bodhi Sweatshirt \$88
Lightweight Oxford \$78
Her wardrobe by AYR

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THE LIGHTER SIDE

Worried about floral patterns? There's no need. If you have any doubts, just pair them with lighter denim.

Riviera Short Sleeve Shirt \$78
The Blue Jean \$108
The Jean Jacket \$128
Dash Print Sweatshirt \$88
Washed Chinos \$88
Her wardrobe by AYR

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DOWN ON THE BAYOU

Just a half hour from the balconies and cobblestones of New Orleans, we encountered a whole different world in the Louisiana bayou. Spanish moss and cypress trees abound there, not to mention alligators - the wetlands of the state are home to nearly 2 million of the reptiles. A pretty good reason, we would contend, to stay in the boat.

Travel Jean \$98
Printed Washed Poplin \$85
Platiron Premium Denim,
Light Destroyed Wash \$95
Printed Washed Poplin Shirt \$95
Her wardrobe by AYR

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**A LITTLE LINEN
GOES A LONG WAY**

It can get steamy on the bayou - that's when linen really comes in handy. Ours has a naturally loose weave to let in the breeze, and it's available in a range of colors and fits.

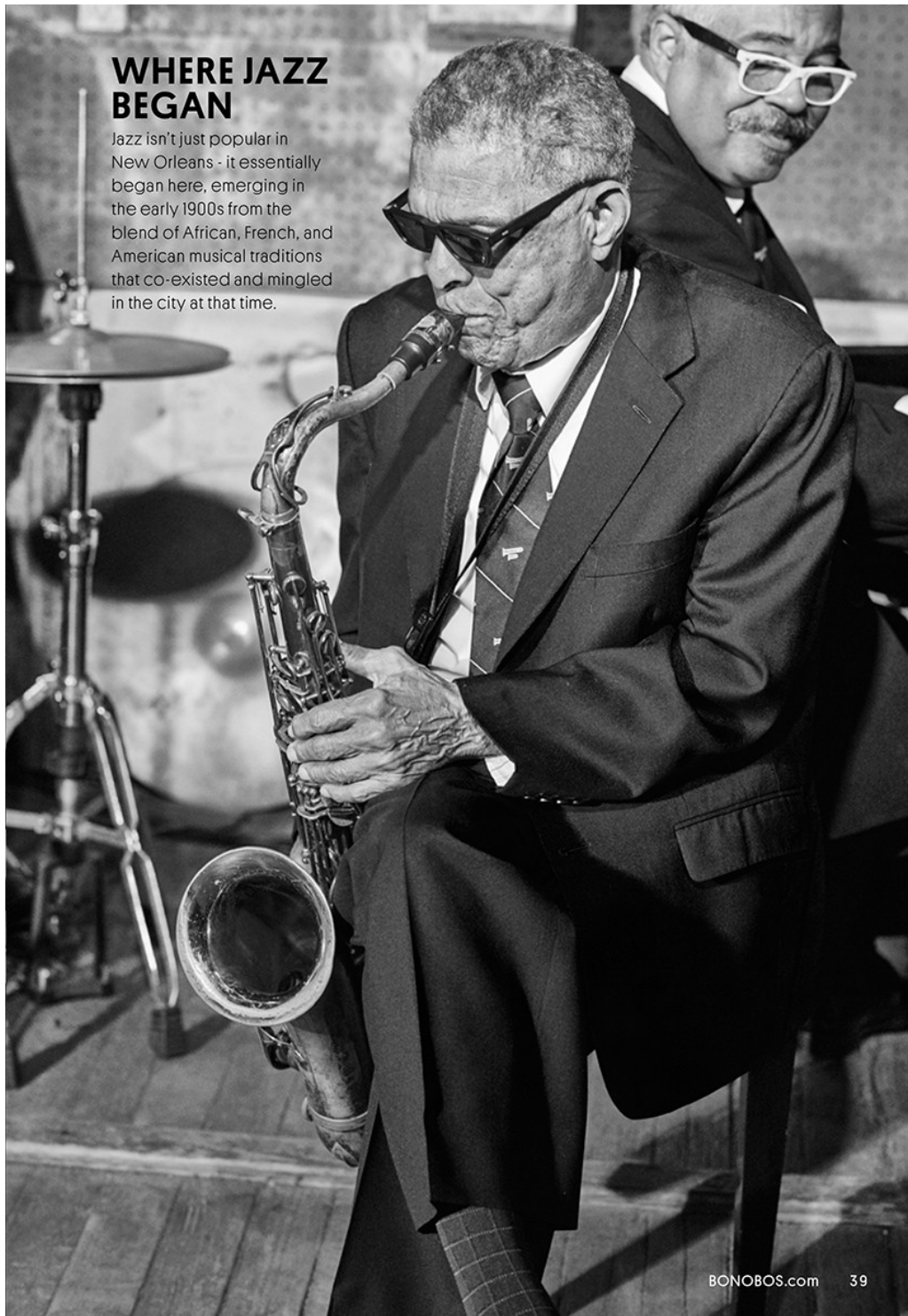
Linen Shirt \$98
Flatiron Selvage Denim,
Light Destroyed Wash \$95

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WHERE JAZZ BEGAN

Jazz isn't just popular in New Orleans - it essentially began here, emerging in the early 1900s from the blend of African, French, and American musical traditions that co-existed and mingled in the city at that time.

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FRENCH FROM THE START

No visit to the French Quarter is complete without a Sazerac (or three) at Napoleon House, pictured in the background. According to legend, the building nearly became home to an exiled Napoleon Bonaparte. He never made it over, but pictures of the French general's likeness still cover the bar.

Riviera Short Sleeve Shirt \$78
Foundation Trousers \$128

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JAZZ THINGS UP A LITTLE

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The Americano Dress Shirt \$138
Linen Necktie \$68
The Foundation Cotton Suit \$450

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OUT BACK WITH THE BAND

Preservation Hall is famous for its concerts, but some of the best music we've ever heard was played in the back courtyard, where musicians relax and catch up between shows. Jam sessions are not uncommon, nor, as we learned, is the occasional well-used bicycle.



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Americano Necktie \$98
Foundation Wool Suit Pant \$245

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BREAKFAST OF CHAMPIONS

What's a beignet? It's a type of doughnut brought to New Orleans from France in the 18th century. It's usually served with hot chicory coffee, and if there's a better hangover cure out there, we haven't found it.

The Americano Dress Shirt \$168
Linen Necktie \$68
Foundation Trousers \$128

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IN WARM WEATHER, COTTON IS KEY

Many of us have to wear suits in warm weather. And whether it's for a day at the office or a June wedding, the best way to keep things cool and crisp is with cotton and cotton linen. It's naturally breathable and wicks moisture away.

Washed Poplin Shirt \$95
The Madison Square \$42
The Foundation Cotton Suit \$450
Sid Dress Shoes by Grenson \$430

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A man with short dark hair is walking down a narrow, sunlit street. He is wearing a light grey wool suit jacket and matching trousers, over a bright pink dress shirt. He is smiling and looking down. He carries a black leather bag in his right hand. The background shows old buildings and a doorway.

**BUT WOOL
ISN'T JUST
FOR WINTER**

The beauty of a four-season wool suit is right in the name - you can wear it all year round. Our Italian wool fabrics in lighter tropical weights mean you don't have to ditch your favorite suit in May. Heck, you can keep on wearing it all through the spring and summer.

The Americano Dress Shirt \$168
The Madison Square \$42
The Foundation Wool Suit \$695

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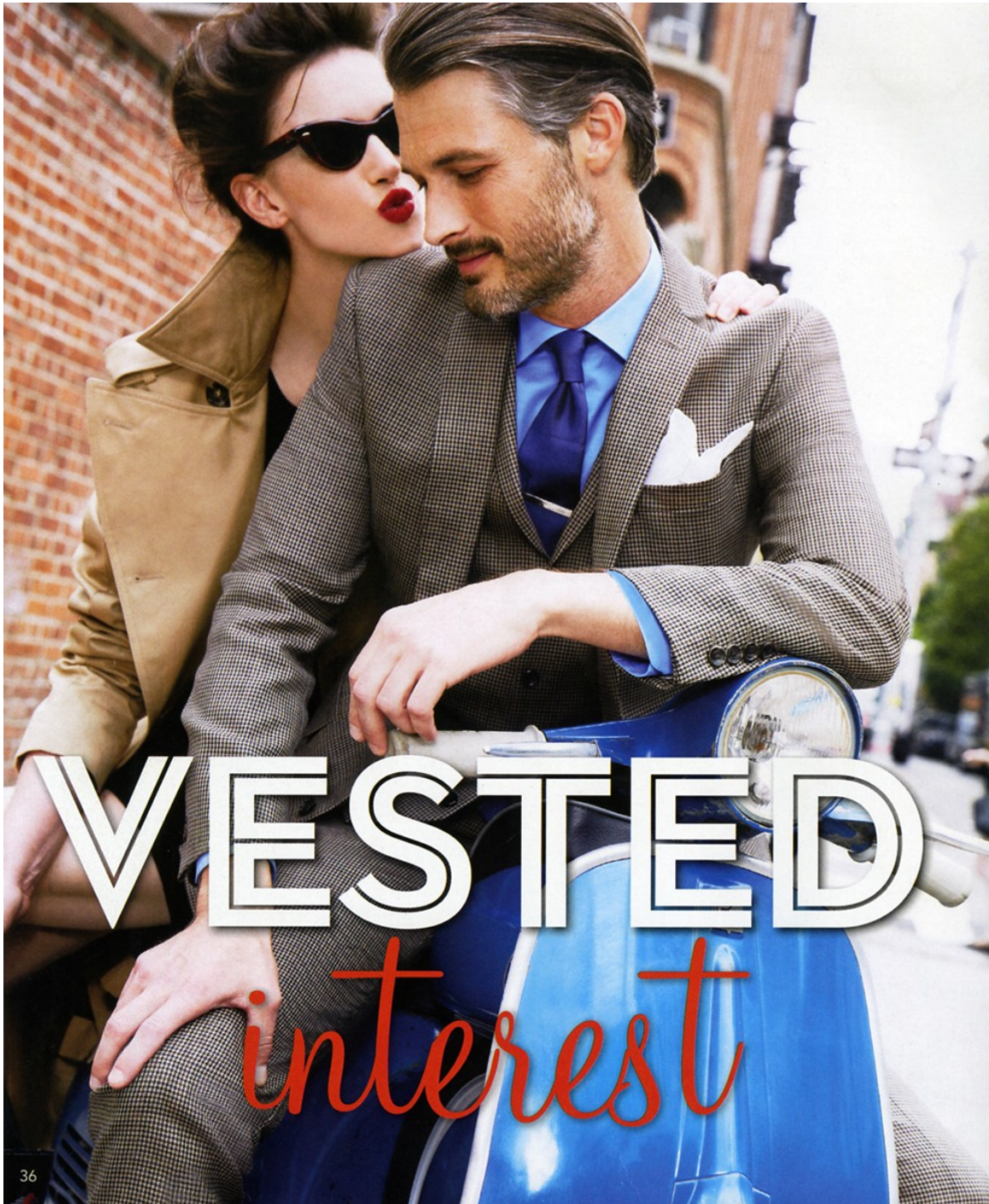
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**BETTER JEANS
FOR YOUR BETTER HALF**

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A man with blonde hair, wearing a grey three-piece suit, a white shirt, a dark tie, and sunglasses, is running towards the camera. He is smiling and has a confident, energetic expression. The background is a large, detailed backdrop of the Colosseum in Rome. The scene is set on a dark, paved surface with white crosswalk lines. The lighting is bright, suggesting a sunny day.

BAR III®
Only at Macy's.
Plaid vested suit
separates. Jacket \$400.
★ WebID 1622656.
Vest. \$90.
Pants. \$150.

ONCE YOU LEARN HOW TO SUIT UP PROPERLY, EVERYTHING ELSE FOLLOWS.

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Only at Macy's.

Vested suit separates.

Jacket. \$400.

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Vest. \$90.

Pants. \$150.

★ 1622659.

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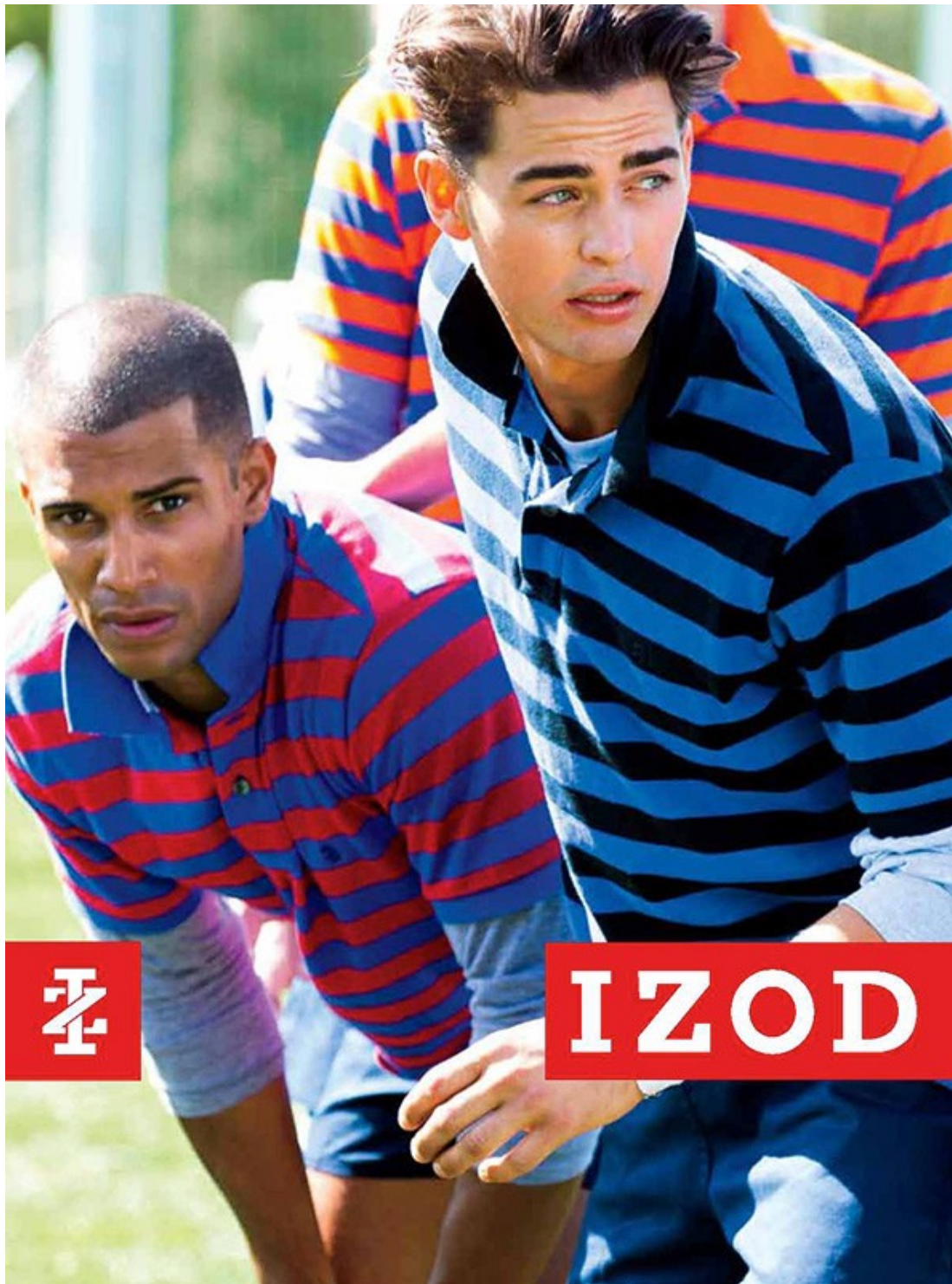
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