This Brand Book informs you about Thom Browne New York, established in 2002.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE OFFICE</td>
<td>6</td>
</tr>
<tr>
<td>BRAND PHILOSOPHY</td>
<td>10</td>
</tr>
<tr>
<td>THE UNIFORM</td>
<td>12</td>
</tr>
<tr>
<td>VISION</td>
<td>16</td>
</tr>
<tr>
<td>MISSION</td>
<td>17</td>
</tr>
<tr>
<td>INSPIRED BY</td>
<td>18</td>
</tr>
<tr>
<td>BRAND ESSENCE</td>
<td>20</td>
</tr>
</tbody>
</table>
100 Hudson Street.

Venetian Blinds, marble walls, metal frames, fluorescent light.

The Thom Browne office resembles a minimalist, Midwestern bank, risen from a 1950’s Alfred Hitchcock movie. It does not look like the conventional office of today and it is empty. No unnecessary clutter, no decoration. You will never find a plasma screen. You can expect everyone to be dressed in medium grey.
In the 21st century, where jeans and t-shirt have become the average dress code, Thom Browne’s world of jackets and trousers is the anti-establishment stance.

Non-conforming to the paradox of choice in casual wear, the brand reintroduces the effortless idea of wearing a sartorial uniform. A pattern in your daily routine that signifies differentiation rather than conformity.
THE UNIFORM

THE PERKS OF WEARING A UNIFORM

The wearer never has to contemplate his outfit.

The wearer is dressed in 5 minutes.

The wearer lives an effortless life.
The Thom Browne uniform is a nonconformist gesture.

1. The uniform is the symbol for conformity. However, it signifies the opposite in today’s zeitgeist of individual dressing.

2. Within the classic suit genre, Thom Browne runs sartorial conventions through the tumble dryer. Shortened proportions and high armhole dust off the stuffy reputation of wearing a suit.
VISION

Uniformity is refreshingly effortless.
Thom Browne makes the everyday cool.

MISSION
America 1961.

John F. Kennedy is president.
Life is simple. clean. effortless.
People appreciate the daily routine.
They go to the same the restaurant on Sunday nights.
Cause there is no alternative choice.
And they like it.

The masses move to the suburbs but work in the city.
The office uniform for men is the grey flannel suit.
It makes looking good easy.
He does not look like he thought about his outfit too hard.
He wears it every day.
Thom Browne turns the idea of traditional Americana into something unconventional. Classic tailoring receives a youthful make-over, making the classic fun again.
DESIGN CREDENTIALS

R/W/B Grosgrain

Medium Grey

- 1.5 inch
R/W/B Grosgrain.
American sensibility and recognition
Medium Grey.
masculine and timeless
- 1.5 inch.  
coolness and nonconformity
The tone of voice is inspired by the effortlessness of Mid Century Americana. It is masculine, cool and simple.

**Thom Browne Glossary.**

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<tr>
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<th>never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2, 3</td>
<td>7, 8, 9</td>
</tr>
<tr>
<td>do</td>
<td>could</td>
</tr>
<tr>
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<td>might</td>
</tr>
<tr>
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</tr>
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</tr>
<tr>
<td>always and never</td>
<td>sometimes</td>
</tr>
</tbody>
</table>
‘I wear Thom Browne because it does not make you look like a plain jane office guy.’
– Thom Browne accountant
The Thom Browne accountant.

The Thom Browne accountant values quality and recognition. He does not like to blend in with the crowd. He uses #menswear. He appreciates Thom Browne for its unconventional twist on traditional Americana. He considers Thom Browne daily wear for any occasion.
R / W / B
Medium Grey
White