

# UNLEASHED

FOR THE URBAN MAN MAGAZINE

**SIVICA**  
Like You've Never Seen  
**A. FOX**



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CLS 500 &  
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3 LUXE HOTELS  
2 SHIRT DESIGNERS  
1 DRAMA QUEEN

**33**  
AGES OF  
MEN'S STYLE

USA \$4.99 Canada \$7.50



COURTESY: TONY COOK

It is generally believed that men don't like to shop, but Liste Rouge-Paris, the custom shirt maker begs to differ. The buttoned-down shirt is indisputably the ultimate man's accessory, and now the legendary company founded in Paris more than sixty years ago, has opened a North American office located in the heart of New York City, with a website ([www.listerouge-paris.com](http://www.listerouge-paris.com)) to service its US clientele. "American businessmen have purchased our shirts for years at our store in Paris. We are now inviting them to customize their own shirts 24/7, composing and ordering via our website with 100% satisfaction guaranteed.



## FIT.FOR.A.KING



Now a new generation of fashion-forward men will come to know the fit and flair of fine custom French tailoring," explains Nicolas Santi-Weil, Director North America. The Liste Rouge website features specific directions and detailed photos, making it simple and convenient to begin the custom shirt ordering process. And guys don't waste a moment worrying about the fit. A test shirt is made and sent to you for final approval. The order is not considered fully processed until you are perfectly satisfied, even if that means sending your shirt back more than once for alterations. The skilled tailors in Normandy spend more than three weeks making sure every detail is flawless; from the collar and cuffs to button colors. You can also order the catalog via the website. With more than 200 fine fabrics from European weavers in Switzerland, England, Italy and France you can feel the quality firsthand. Prices range from \$150-\$250. Give it a go!