

'Emerald Shirts, 3 times the ordinary'



With the beginning of the New Year, Emerald is on a mission to create awareness about what it takes to make a great shirt, which everyone will undoubtedly love and be proud to wear. And on how the quality of an Emerald shirt makes it three times as good as any other shirt, enabling their fans to put together a full wardrobe of formal, work, and casual shirts that will allow the Emerald man to continue to stand out, a press release said.

"Having just returned along with senior members of the Emerald team from Pitti Immagine Uomo - a global trade fair for apparel manufacturers held in Florence, Italy, the company's Head of Technical & Design, Roberto Inglesi, said "Here at

Emerald we endeavor to transform the experiences of everyone, from ordinary to amazing. We know and believe that high quality shirts, such as the ones we produce, can have wondrous effects on wearers. And to ensure that our customers get the best at all times, we continue to scour the world for best practices and suppliers which can add value to the Emerald product range."

"Elaborating on this, Inglesi added, "High quality shirts are all about the attention to detail that a passionate eye, focused on production and design, gives to it. Creating high quality shirts is, in fact, about the little things and, because of this, we at Emerald are trying to raise awareness about these small, yet critical, tailoring tricks that make high quality Emerald shirts not only up to three times as durable as the typical fare available in the marketplace, but also allows the shirt's quality to continue to show through after repeated wearing."

"He noted that there were a few key details to look out for in terms of a high quality shirt equaling Emerald's pedigree. "The quality of the fabric used to make the shirt is one of the most important details to look for since it is what makes the shirt. In the case of many Emerald Shirts, 100% cotton is used, as it is, without a doubt, the best fabric of choice the world over, given its ability to breathe keeping the wearer cool while holding the dye. In addition, the quality of the stitching needs to be looked at, as that is another sure sign of a shirt's stature. At Emerald, we pick the best suited thread and decide on the optimal number of stitches per inch based on the fabric being used for the shirt. The perfect alignment of the shirt's pieces is another point that also falls along these lines, where attention to detail is what ties it all together" he said.