



A MODERN, SOPHISTICATED MENSWEAR AND LIFESTYLE BRAND

Joseph Abboud epitomizes innovative design, superior fit and a distinct style, thoughtfully outfitting men for every facet of their life. Applying a designer eye to an artful masculinity, it is the ultimate source for foundation pieces, accentuated by on-trend details.

FEATURES AND BENEFITS

Classic modern shapes with refined accents

Custom handcrafted acetate temples featuring the iconic Joseph Abboud diamond logo

Authentic prints inspired from the Joseph Abboud brand

Vintage coin edge details and refined tortois

BRAND VALUES

Authentic American Style, Confident, Artful Masculinity, Sophisticated, Attention To Design

TARGET CONSUMER

Primary: Men 35-44 years

Secondary: Men 25-34 years

J O S E P H  A B B O U D®