

The Rational Purchase

By Fritz Penwell

In the wardrobe of the Great Gatsby there were many shirts and neckties, "piled like bricks in stacks a dozen high, shirts of sheer linen and cotton, neckties of fine and thick silk, stripes and scrolls, plaids in coral and apple-green and lavender and faint orange, with monograms of Indian Blue."

Having evaluated spending habits of gentlemen over the years, I have always been curious to know if their small luxuries were actually worth the money. Are gentlemen paying for something special, or did the real pleasure, the fizz in the veins, come from the giddy feeling of being able to have whatever they want whenever they want it irrespective of cost?

I have come to the conclusion that a gentleman can never have too many... Within Daniel's collections you find displays of shirts and ties that are scattered like islands around your world. Like makers of bespoke clothing, the same experience that Gatsby would have had, every possible kind of silk and linen and poplins and oxford cloths, silk neckwear in plain shades, in tiny checks, in plaids, paisleys, neat, and in every possible kind of stripe, from the barely visible to the barely bearable. You should make a short list of required colors and materials as you will be forced to restrict the possibilities to dozens rather than thousands.

Most of us are born with a latent tendency toward extravagance. A virtue. A lust for more and better, which lurks somewhere in the genes, ready to erupt at the hint of good fortune.

Gentlemen's expectations tend to increase in direct proportion to the amount of money being spent, and if you are spending a fortune you expect perfection. Perfection is rare, and perfection for the price of a Daniel de Fasson necktie or shirt is rarer still. It is the combination of perfection at an affordable price that makes owning a Daniel de Fasson product an adventure worth your very soul!

Everything that Daniel approaches is complete. Everything is measured with his architectural background; the altitude, curve, contours, and slopes are examined, you will not find brass snaffles, three-toned snakeskin-overlays or anything that might be considered a trifle gaudy. What you find is cutting edge forward yet classic and timeless. Simple.

It appears to be Daniel's pleasure to bring gentlemen the little extravagances that make life worth living and a dollar worth earning, the civilized rewards available to anyone with a healthy streak of self-indulgence and a good credit rating. With the ability to make certain you will not look like a rumped parachute one season and a extra from Brideshead Revisited the next, you will be wearing your shirt and tie with increasing pleasure for many years, they will not date. The only extreme in Daniel's creations is value. True quality is a bargain.

The allure is in the details. Perfectly constructed neckties and shirts you say. When we find perfection at an affordable price, we snap it up; congratulate ourselves on our good taste and keen eye. It is a tribute to man's eternal optimism.

Daniel has put back in the gentlemen's budget and those that wish to give tasteful gifts to their favorite gentlemen the RATIONAL PURCHASE for the Man Who Has Everything...