

## CHARTER CLUB | CLUB ROOM®

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### Club Room® Redefines Classic with the New Club Room Estate Polo *Club Room Estate Polo Offers Comfort, Quality and No-Curl Collar*

NEW YORK – Extensive research conducted by the classic menswear brand Club Room, available only at Macy's, led to the development and design of the new Club Room Estate Polo. The Club Room Estate Polo introduces innovative technical and design enhancements to the standard polo shirt, including a no-curl collar, optimal comfort features and superior quality construction and offers them all at an affordable price point.

"The new Club Room Estate Polo meshes new design insights and quality construction to create the ideal classic polo shirt at an affordable price," said Jerry Balest, VP of Men's Fashion at Macy's. "The Club Room Estate Polo provides the well-dressed man with a classic wardrobe staple that is versatile and always in style."

Research conducted by Club Room found that men take a practical approach to their casual clothes. Their primary concerns are with versatility, comfort, value and ease of care. With this research in mind, Club Room designers set out to build a better polo. The result, the new Club Room Estate Polo, features a number of exciting benefits.

**No-curl collar:** A remarkable collar engineered to lie flat even after multiple washings, with no rolling or curling at the ends. Balanced for comfort and performance, the collar keeps its shape but never feels stiff or uncomfortable.

**Supreme comfort:** The use of superior-quality, 100% Pima cotton results in a shirt that is soft on the skin and substantial enough to maintain its shape. The heat-sealed tagless label guarantees no scratchy neck.

**Built to last:** High-quality construction ensures durability. Signature stripe taping reinforces the shape of the collar and side vents. Triple-needle placket stitching makes button holes durable, prevents the neck from stretching and supports the collar. It also creates a more "finished" looking shirt.

**Versatile and affordable:** Available in 26 colors for the Everyday Value price of only \$19.98.

The new Club Room Estate Polo is available exclusively at 800 Macy's stores nationwide and online at [macys.com](http://macys.com) in sizes ranging from Small to 2XL. Visit Macy's online at [www.macys.com](http://www.macys.com) to find the store nearest you.

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*Club Room Estate Polo copy and graphics are available for download at [www.fds.com/pressroom/brands/charterclub](http://www.fds.com/pressroom/brands/charterclub)*