



VOLUME 1, ISSUE 1

UPDATES FROM THE EDGE

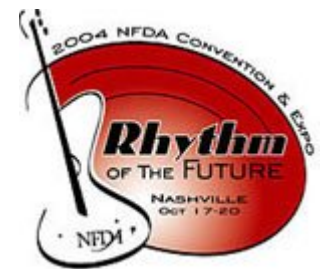
DECEMBER 1, 2004

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NFDA CONVENTION & EXPO A SUCCESS!

The 2004 NFDA Convention was a great success according to Executive's Cutting Edge. We enjoyed the time to meet and greet people from our home state, North Carolina, all the way across the nation to Washington state. We are excited about the response we have received from many of you about our great quality clothing for your staff. We can see a definite trend in the industry going back to all matching suits for a more uniform look. We understand from talking to some of you at the convention that the reason this tradition of matching suits for the staff has faded is because of price and



hassle. That is why we had such great response this year, our first year showing at the NFDA convention. People saw that we were a one stop shop. Not only were people impressed with the quality of clothing and the value we offered, but more importantly the **Customer service**. In a world where customer service is gone we still believe that this is the key to business. We would like to thank all those who stopped by and met us and we look forward to helping you in the future.



TIPS FROM THE TAILOR

Are you experiencing excess wear and tear in the crotch of your pants? If so I have some tips for you. One reason this happens is because so many men wear their pants too tight. Lets face it we hate to take that step up to the next size. Why go to a 40 waist; we've been a 38 waist all our life- why should we change? While you might be a 38 waist in your jeans, dress pants are cut differently. So guys, its time to get

over it. Forget numbers or sizes if you take the next size up and then tailor the waist in an inch it gives you more room through the seat of your pants and will preserve the life of the crotch.

Secondly, some of us wear our pants a little low which causes the rise (which is the length of the crotch) to hang lower than it should. With this the excess fabric will rub

against each other and cause a pilling/fuzzy effect. Your pants should lie no more than 2 1/2" below your belly button. So replace those tight pants for some with room and pull your pants up to your natural waist line. Not to mention these tips will create a visual effect that cuts off ten pounds. See for yourself, you'll look trimmer and get a longer life out of your pants.



“Not to mention these tips will create a visual effect that cuts off ten pounds.”

EXECUTIVE'S CUTTING EDGE LAUNCHING NEW WEBSITE!



We are excited to unveil our new website to better serve our customers nationwide. The site allows you to see the fabrics and

color choices available. It also previews the great selection of styles and prices we have to offer. Check us out at:

www.theexecutivescuttingedge.com

SPECIAL HOLIDAY DEALS



“Enro-A History of Shirtmaking, A Tradition of Quality”

Since 1919

ENRO NON-IRON PINPOINT OXFORD

100% cotton / non-iron

Retail: \$68.00

On Sale: \$38.00

This shirt is a great gift for you or your staff. It has become a favorite of our customers because it is so easy to care for. It is machine-washable and non-iron! There is no better way to say Happy Holidays than to treat them or yourself to this great shirt.

Available in: White or Blue

Point and Button Down Collar

	14 1/2	15	15 1/2	16	16 1/2	17	17 1/2	18	18 1/2	19	20
32/33	X	X	X	X	X	X	X	X	X		
34/35			X	X	X	X	X	X	X	X	X
35/36				X	X	X	X	X	X	X	X
37/38				X	X	X	X	X	X	X	X

ECE PREMIER LINE ON SALE UNTIL JANUARY 31ST!

NEW STRETCH WOOL

RETAIL: \$ 550.00

REG. PRICE: \$ 275.00

ON SALE: \$ 255.00

This line is ECE’s finest. It provides the perfect fit for the funeral home industry because it is durable yet elegant. With 97% Super 110’s Wool and 3% Lycra, it provides a stretch and give that no other suit offers. This is becoming our most requested suit because in this industry we know you have to work hard and still look good.

Take advantage of almost 10% off with our Holiday Deals!

Call us today at:

(919) 201-0496

or

Visit us at:

www.theexecutivescuttingedge.com



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Article inside about the NFDA Convention



ECE would like to wish all of
you a very Merry Christmas!

We are on the WEB
www.theexecutivescuttingedge.com

Inside: Tips from the Tailor

