



VOLUME 1, ISSUE 2

# UPDATES FROM THE EDGE

SPRING NEWSLETTER

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## NEW MEMBERS OF THE NORTH CAROLINA FDA!

Executive's Cutting Edge is proud to be a new member of the NCFDA. We felt it was important to support our home state's funeral director's association. We are fortunate to become a part of an association with such tradition and commitment to the service of its members.

Just like the NCFDA

mission statement says, "NCFDA is organized to add value to our members by promoting funeral service as a distinct profession. . . and helping our members develop their fullest potential. . .", we would like to partner with you to help provide an easier way to outfit you and your staff while promot-



ing a more uniform and professional image for your business. . . and helping the families that need you. We have made it easy for funeral homes nation-wide to look their best at a great value.

If you are in need of Spring and Summer suits for men or women call: 919-201-0496 or visit us at the

**NCFDA Educational  
Conference**

**April 19th-21st**

**Booth #80**

... for a fashion that fits your business

providing...  
quality, service, dependability, loyalty  
and timeless fashion

ing a more uniform and professional image for your business.

By bringing our products and services such as altering to you this allows you to concentrate more on your business and more importantly



## TIPS FROM THE TAILOR

### Don't get caught wearing your Dad's Coat!

“With this alteration you can make an inexpensive suit look like an exclusive custom tailored garment.”

Have you ever seen guys who look like they are wearing their Dad's suit. Some actually are, however most are just an example of an overlooked, simple alteration. There is nothing worse than seeing a guy with the sleeves of his coat that hang down into the hand. The overall silhouette of the suit is destroyed by having sleeves that are either too long or too short.

Suits are meant to show off a quarter of

an inch of the shirt cuff to achieve that professional, tailored look.

Lets face it guys this is one of the most neglected alterations out there, but is one of the most critical. With this alteration you can make an inexpensive suit look like an exclusive custom tailored garment. A lot of people don't know exactly where the sleeve should lie so let me clear that up for you. When standing natural at rest the sleeve

should fall at the break of the wrist. A good rule of thumb (no pun intended) is measure up four and half inches from the tip of your thumb this should be close to the break of your wrist. This will vary on people with long fingers so you can also judge by taking a rubber band and putting it around your wrist, roll it down all the way, then simply put the rubber band out of sight with the coat sleeve. It's as simple as that!

## ECE WEBSITE A HUGE SUCCESS!

The website has been a great tool to better serve funeral homes nationwide. We have had individuals from Alabama and Louisiana all the way to Seattle, WA using and exploring our website. It makes it easy to see what is available and

plan your next look. Go to:

[www.theexecutivescuttingedge.com](http://www.theexecutivescuttingedge.com)

and if you have questions on what is available or which line can best suit your needs call us

@

919-201-0496

[www.theexecutivescuttingedge.com](http://www.theexecutivescuttingedge.com)

## HOT BUYS



Do your staff have a problem keeping their tie in place on a windy day?

### Tie Buddies

**On Sale: 10 for \$20.00**

**20 for \$30.00 50 for \$50.00**

Tie Buddies will become your new best friend! Do your staff have a problem with their ties on a windy day? Look no farther for a solution. The tie buddy is the best way to hold down that tie while not puncturing it or your shirt. It attaches to the button of your shirt goes through the loop of your tie and then buttons on the button below.

## ECE CLASSIC LINE ON SALE UNTIL JANUARY 31ST!

Great Light Weight Super 100's Wool

RETAIL: \$ 450.00 REG. PRICE: \$ 229.00 ON SALE: \$ 215.00

This line is ECE's mid-range suit. It is perfect for the spring and summer. It is made out of 100% light weight Super 100's Wool. The fit is superb and the quality is great. The best thing about this line is the range of sizes available to fit those really big or tall guys on your staff. We have from 36 Short to 50 X-Longs and portly Regulars to Shorts.

Take advantage of \$14.00 off per suit with our Hot Buys. When you call just mention our Hot Buys

Section !

**Call us today at:**

**(919) 201-0496**

or

**Visit us at:**

**[www.theexecutivescuttingedge.com](http://www.theexecutivescuttingedge.com)**



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Article inside about the  
NCFDA Convention



Inside: Tips from the Tailor  
that you don't want to miss!

We are on the Web  
[www.theexecutivescuttingedge.com](http://www.theexecutivescuttingedge.com)