

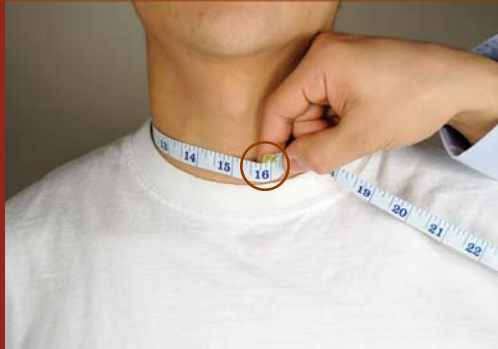


Dear New Customer

ALEXANDERWEST™

You are one step closer to owning the perfect shirt – made exclusively to fit your body dimensions and silhouette. Here at Alexander West, we believe that custom-tailored clothing is the only way for men to look their very best. We trust you'll feel the same upon receiving your first Alexander West shirt.

EXACT BODY MEASUREMENTS - NO ALLOWANCES



1. **NECK** Measure around the lower part of your neck (below the adam's apple), placing one finger between tape measure and neck.



2. **CHEST** Breathe in and out and RELAX! Standup straight and measure around the fullest part of the chest.



3. **STOMACH** Breathe in and out and RELAX! Measure around the fullest part of the stomach.



4. **HIPS** Measure around the fullest part of the hips.



5. **SHOULDER** RELAX the shoulders! Measure across the top (1 to 2" below the neck base) of the shoulder from one edge to the other (Edge is where the shoulder meets the arm).



6. **SLEEVE** With your arm straight at your side, measure from the shoulder end point and bring the tape to the thumb knuckle.



7. **BICEPS** Relax the arms and measure around the fullest part of the bicep. (Do not contract the muscles)



8. **WRIST** Measure around the fullest part of the wrist.



9. **LENGTH** Measure from center of neck base (bump), down to the bottom of buttocks (make sure it covers the "derrière" - butt).