

Introducing gus(TM) – Fine Leather Fashion Accessories for Today’s Modern Man

SAN FRANCISCO, Calif. – Jan. 8 (SEND2PRESS NEWSWIRE) – gus is pleased to introduce their premier line of higher end leather wallets and accessories designed exclusively for men and featuring beautifully hand-sewn craftsmanship as well as their unique “splitshot perforation” styling.



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The introductory line includes a men’s passport folio, wallets, small and sleek card cases, and a brushed stainless steel money clip. Each of the pieces are hand-crafted from Italian, vegetable-tanned leather, with calfskin lining, hand-stitched corner trim, and their own “Splitshot” perforation process to give the items a very authentic and worn appearance.

“gus is all about bringing back that really nice quality of handmade goods but with the addition of today’s style and functionality,” explains gus design partner, Mark Loncar. “There simply isn’t a lot of well-made men’s accessories anymore that are hand-crafted, masculine, and wear well over time. gus is looking to bring masculinity back,” quips Loncar.

The Passport Folio is the highlight of the gus line as it features dedicated “SIM” chip pockets to allow travelers to easily store their phone SIM chips from various countries. The Folio also accommodates frequent traveler cards, foreign currency, receipts and such. Nevertheless, it fits comfortably inside a jacket pocket.

Using thicker, vegetable-tanned leather gives the line an authentic and rich feel while also developing that characteristic patina that is unique to vegetable-tanned leathers.

The Splitshot perforation is another styling element developed to give the line its own unique look. It cannot be easily duplicated, as the process requires multiple steps to give the piece a truly authentic look and feel.

The line is currently carried by Zero Minus Plus at Fred Segal in Santa Monica as well as other specialty boutiques throughout the country and online at www.gusstyle.com

About gus(TM)

gus is a wholly-owned subsidiary of Tonic Wear, Inc., based in San Francisco, CA and Portland, OR. Started in 2007, gus designs men’s fashion accessories

in both the US and Italy. The company works with small factories, tanneries, and textile manufacturers who specialize in traditional manufacturing techniques and combine that with modern styling and functionality for today's audience.

Visit gus at www.gusstyle.com.

News issued by: gus style



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Original Image: http://Send2Press.com/wire/images/08-0108-gusaccess_72dpi.jpg

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Original Story ID: (3579) :: 2008-01-0108-001

Original Keywords: gus style premium men's fashion accessories, Tonic Wear Inc, Zero Minus Plus at Fred Segal in Santa Monica, vegetable-tanned leather, Mark Loncar, men's passport folio, wallets, small and sleek card cases, and a brushed stainless steel money clip, leather wallets and accessories designed exclusively for men, splitshot perforation styling gus style