

- **Bespoke, *adj.*:** (of clothes) Made to individual order; custom-made: (See also, Mason)
- The luxury of 'custom made', and everything it symbolizes, is a realm no longer occupied only by the Rich & Famous. Mason is bringing the world of custom clothing to you. Today. Affordably, easily, and remarkably styled to your exacting standards.
- Luxury. Don't change the word. Change the definition. Mason.
- Mason is changing the game. For everyone. For the businessman wanting a custom shirting befitting his personal style. For the college graduate needing to put his best foot forward in the interview of a lifetime. For the man who can't shop 'off the rack' for any- and every reason under the sun. For the free spirit who wears his (figurative) heart on his purple sleeve. For the fashion-forward and the fashion-nightmare. Mason is changing the game. Custom clothing doesn't have to be a pocket-emptying dream. With Mason, we're helping you find that perfect fit, that 'You Style', that attitude and swagger which come from wearing a unique design, made expressly - and only - for you. At a price you won't believe. Mason is changing the game. For everyone. For you.
- Remember looking in the mirror, admiring the style you custom-made, and wondering why you ever bought off the rack?
- How many combinations can you make with Mason? It has to be countless, right? Collars, cuffs, fabrics, colors, patterns. Wow. And that's just the shirting...
- Let Mason help you help yourself. #Impressed
- He walks into the room, turning heads without effort. The bartender pours two fingers of 25-year-old oak-aged perfection. Women are entranced by his style; men envious of his clearly superior budget and unbridled confidence. He sees them notice and chuckles slightly to himself. Custom-made, he'd questioned, in disbelief of the quality for the price. Too good to be true, he'd told himself. If they only knew. A satisfying pull on his scotch, a slow turn toward what was sure to be an amazing night. He smiled, and whispered, 'Cheers, Mason'.
- Craft beer - an amazing combination of equal parts personal style, aroma, exotic ingredients, and flavorful taste. Custom made. Every tried wearing a craft beer? I didn't think so. Mason.
- Remember that old saying, 'This isn't your father's Oldsmobile'? Well, thank goodness for that!
- You've got the interview, now what? First impressions are everything. That suit from your aunt's wedding won't cut it. You need something powerful and structured, but maybe with a little bit of your personality, your style, in there for good measure. You won't find the perfect suit online, or at that place that lets you buy one suit and take home three more. Why not let Mason help you put your best foot forward? And in a suit custom-designed to your every measurement. Let Mason announce you as you walk into the room, and leave a lasting impression when you're done. We'll leave the middle up to you.
- Design, Impress, Repeat.
- "Build a better mousetrap, and the world will beat a path to your door." - Ralph Waldo Emerson. Design custom clothing, maintaining exacting standards for premium quality and precise fitment - for anyone - and do it at a third of the price. Hmm... What was that about a mousetrap?

- What should you understand about Mason, aside from the impeccable quality, the mind-bending combinations available to you, and the kind of design palette you've likely never seen before in custom-made clothing...is
- Mason is the new Black. (*well, okay...not really, but it sounds good*)
- Game Changers: 3-point shot. iPhone. Mason.
- In 60 minutes or less, you will have on your way toward your custom look - shirting and suit that says exactly who you are, not who you're trying to be. In 60 minutes, you will have discovered something invaluable: Fashion is empowering; Designing it yourself is liberating. Give Mason 60 minutes, and we'll show you a brand new world.
- There is a stark difference between a man dressing well, and being well-dressed. You see with significant time and effort, plundering through racks and racks of 'one size fits all' fashion in the mall or online, any man can dress well. But to be well-dressed takes commitment. It takes absolute attention to detail. And it takes the knowledge and passion to ensure that everything we create for you - and with you - results in the Perfect Fit. Be well-dressed. Mason.
- Be your better, more fashionable self. Don't simply change the narrative. Elevate the conversation. Mason.
- Mason lets you tell your own story. In your own words. No longer are you at the mercy of what someone else has dictated to be today's trends. You don't have to translate your style into someone else's design language. Mason sets you free to walk your own runway - to express yourself on your own terms, Paris or New York or Milan be damned. You know exactly what you want, and exactly how you want to say it. On trend, off trend.Your Trend. Your Style. Your Choice.
- If the first thing you think about custom clothing is that you can't afford it, the second thing you should think about is Mason. Let us show you how affordable custom shirting, pants, and suits really are. No gimmicks, no bait & switch. Quality fabrics, an array of colors and patterns, and the ability to mix and match until you've achieved exactly what you imagined. Now, stop thinking. And make an appointment online. Your wardrobe and your wallet will thank you.
- How can you create custom, one-of-a-kind shirting and suits for a third of the cost? Because we're Mason. And our mission is to create amazing, custom clothing for our clients. We'll leave the fleecing to the other guys.
- At Mason, we truly believe that every man should have the ability and option to own extraordinary shirts and suits. We believe they can be Perfect Fit and unique for every man who walks through our door. We believe that no longer should you be at the mercy of someone else's design language, color palette, or especially their commission. We believe in exceeding standards of craftsmanship and providing exceptional service from start to finish. We believe that being well-dressed can be affordable. Let us show you how.
- This is a new era in custom clothing, to be sure. We don't do lip service or empty promises. Mason is changing the landscape and we're not looking back.
- Boutique feel. Sophisticated options. Thousands of fabrics. Professional tailoring. A third of the price. Mind Blown. Mason.

- Picture your groomsmen. Can you see what they're wearing? Are they disheveled in their rented tuxedos that they paid a fortune for and will never see again? Or are they cleverly attired, to their unique sizes and shapes, in a custom-made suit they can be proud to wear for years to come? I think you know the answer. Mason.
- You will never see the exact suit we make for you on anyone else. Ever. Guaranteed.
- You'd be wrong to think the world of custom clothing is reserved only for the 1%. At Mason, we think 99 is better than 1. Let us show you how.
- Man bun: Check. Messenger bag: Check. Beard: Check. Thigh tattoo from that music festival out west: Check. Custom shirt, pants, and suit jacket from Mason....wait, what? Check. Your style is your style. Don't ever let anyone tell you different. Be an individual. *And* well-dressed.
- Are you a Slim Fit or a Husky kind of guy? Do you rock only a vest and shirt or the whole 3-piece look? Does your eye wander naturally to muted tones or are you someone who tests the rainbow in everything he wears? However fashion speaks to you, Mason can see your vision become a reality. With thousands of fabrics and customization options, your Perfect Fit is only 60 minutes away. Set an appointment online today, and let's get started.