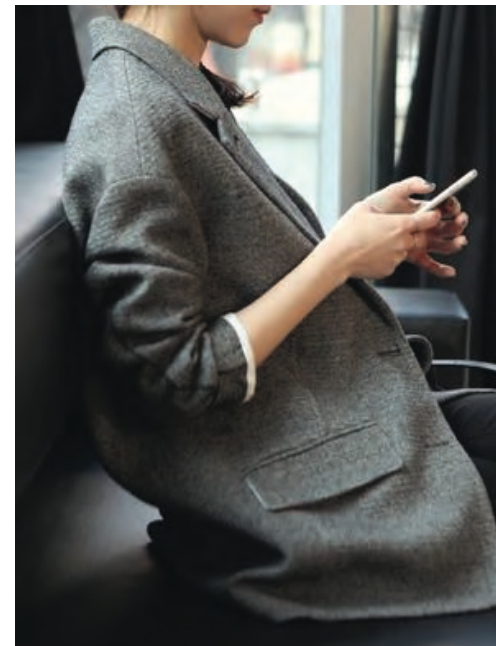


FALL 2022  
**GO-TO COLLECTION**  
 FIELD WORK



**who she is:**

Our **First Best Customer** is busy and constantly on the go. She spends her days running from meeting to meeting as the **CEO** of a tech start up. She prefers the basics, a classic white T, a perfected-overtime blazer, and her staple trousers that look effortlessly chic. Her wardrobe and home decor aesthetic go hand-in-hand - chosen over time, with thought and considerations with heritage details and refined classics. She embraces traditions, sticking with items that have stood the test of time

**what she's seeking:**

Classic silhouettes with a modern twist with added comfort technology that enable her to wear them **CONFIDENTALLY** all day

**her motto:**

"bodily confident"