

# Robert Redd™

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# QUEST

THE  
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CHRISTIAN SIMONDS AND  
GILLIAN HEARST-SHAW



# THE LEGEND OF ROBERT REDD

*Who is the man behind the shirt?*

**"IT IS THE MAN** that makes the shirt, not the shirt that makes the man." Robert R. Matheson, founder of Robert Redd, is fond of making the above statement. With a twinkle in his eye and competing dimples in each cheek, Mr. Matheson breaks into a series of questions. "What makes a great shirt? For that matter what makes a great brand?" He continues, "Is it written in stone that in order for a shirt or brand to be popular it must have a logo?" Not according to Robert Redd.

Mr. Matheson set out to create a prestigious and uniquely exclusive clothing company with a single-minded focus to develop classic products, which appeal to a multiple generational demographic who "know" what they like. Matheson explains, "Redd has no need to ride the coat tails of its competitors mimicking logos on the breast of the shirt. For the faithful who care about what they wear, a clever back story linking to something bigger than a logo is an example of the substance of Redd."

"The Legend of Robert Redd" is the back story Matheson, who travels between Palm Beach, Charlottesville, and Newport, Rhode Island uses to inspire the

brand. Matheson outlines the Redd legend: "It portrays the life of a gentlemen's journey from youth to old age. Redd explores the globe, meeting up with many recognizable historical figures, including President Theodore Roosevelt, Eva Peron and Ernest Hemingway. From Indonesia to Persia to South America, no corner of the world was beyond his reach; nary was a free or hostile nation spared.

According to the legend, Robert Redd acquired the family's manufacturing business in or around 1899. Embodying his family motto to "Extend Love, 'Tis what you truly are," Redd traveled the world, seeking to create the perfect line of garments. The company is founded upon these very rich and colorful exploits, keeping at its core the principal characteristics of its original inspiration.

The substance of the brand is found in the four pillars of the Redd brand: Cut, Color, Style, and Story.

First, a "club" shirt or sport shirt offered in a slim or classic cut, allows for a comfortable and sturdy fit for the discerning individual. Second, the vibrant combinations of color are linked to the amusing and colorful stories of Robert

Redd. Third, the classically-styled sport shirts have a pocket and proper placket. Some styles are constructed with a banded collar and sleeve, while others are made of self-same fabric; either way, there are many classic variations from which to choose.

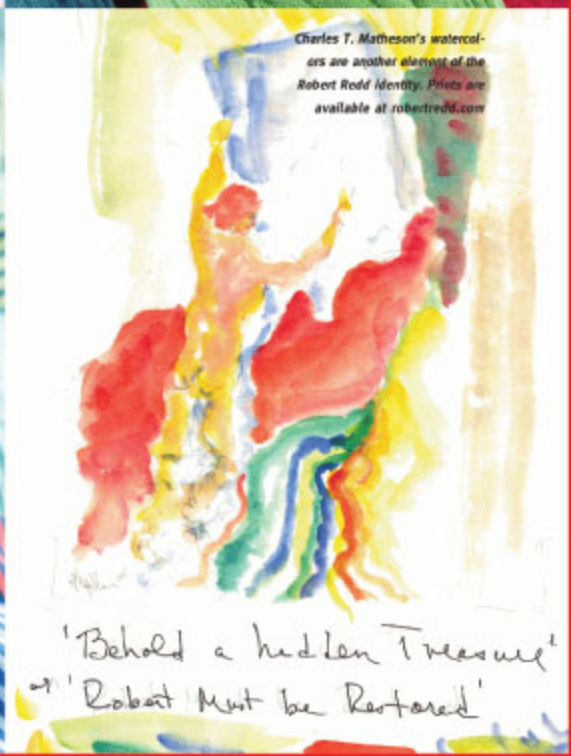
Finally, the legend of Robert Redd has developed a loyal fan base which has not only embraced the shirts but some of the wonderful prints depicting "Redd" and his adventures.

One member of the Redd's growing fan club said that he owns seven shirts, and that it's the quality of the product and variety of styles that drives his purchases now, but that it was the unique Redd stories and colors that inspired his wife to buy the first REDD shirt as a gift a year ago. That is exactly the kind of brand affinity Robert Matheson has created with Robert Redd, and one imagines, is the kind of loyalty a man like Robert Redd would have appreciated as he roamed the world in search of adventure. ♦

For more information visit [www.robertredd.com](http://www.robertredd.com) or call 877.OWN.REDD (696.7333).



The Robert Redd Collection of classic sport shirts and accessories is available in a myriad of colors and styles elevated by the highest quality material, design, and construction.



Charles T. Matheson's watercolors are another element of the Robert Redd identity. Prints are available at [robertredd.com](http://robertredd.com)