

NEW POCKET CHIEF IS A FASHION PARTY IN YOUR POCKET!

POCKET SQUARE? POCKET HANDKERCHIEF? MEET THE POCKET CHIEF!

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Sydney husband and wife team Robert and Tatiana Coulter are changing the face of fashion with their new company delivering a fresh twist on an old trend with the launch of their online pocket handkerchief business POCKET CHIEF www.thepocketchief.com.au

PocketChief founder Robert Coulter and wife Tatiana have designed a range of dozens of new pocket squares that are complimented by their range of mini flower lapel pins all made from 100 % silk. Mr and Mrs Chief, sorry, Coulter have designed the most sophisticated and BOLD pocket squares, that even the most avid "Mad Men " fan can look Don Draper dapper stylish in!

" The trend of pocket squares as a fashion accessory really started during the 1920s, and was considered a trendy accessory up until the 1960s, where actors such as Cary Grant, Fred Astaire or Gary Cooper used to wear them regularly. It fell into disuse up until the 21st century where pocket squares made a come-back, thanks to some of the world's sexiest men like George Clooney, Robert Downey Jr. Chris Hemsworth, Daniel Craig, Justin Timberlake, Bradley Cooper , Jimmy Fallon and Tom Hardy regularly wearing them on red carpets worldwide." says Robert Coulter. "All 'Chiefs' are triple threats! with exceptional colour, movement and style the PocketChief is designed to complement any tie or add style and elegance to a jacket or suit worn without a tie. With epic styles such as 'The Donald', 'Psychedelic '70s', Bollywood, and 'Derby Chief' the wearer is sure to stand out at any event." continued Robert.

Many years ago, only the brave would step out with a party in your pocket but everything old is new again, and now the PocketChief is bringing the party to you. The Chief himself, can personally select an individual 'Chief' for any one and any occasion, on request. The Chief has also designed individual pocket squares for Weddings, AFL Sporting teams including the GWS Giants season launch and businesses. The PocketChief also offers a 1:1 session Masterclass teaching styling techniques, and it's a must for amateurs.

WARNING: you will turn heads!

To see the PocketChief collection visit <http://www.thepocketchief.com.au/>

TO INTERVIEW PocketChief Founder Robert Coulter and Mrs. Chief, use PocketChiefs as contest prizes or for fashion shoots email max@marksonsparks.com or call Max Markson 0412501601

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