

# SPUNGLE

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MONDAY, JUNE 02, 2008

## Lugo Linen (Verdict: Euro Friendly!)



Eight months ago we introduced you to New York's finest Italian shirt purveyor, Lugo. Since then, Lugo can barely maintain any semblance of a stock room. To say that their shirts are popular is an understatement! And while we'd love to take credit for all the phenomenal press they've been receiving since our review, we honestly believe that the fashion world's obsession with Lugo is rooted in a love and admiration for Lugo's tenacious pursuit to make the greatest Italian shirt. Well folks, Lugo has struck gold again, by creating an unparalleled linen masterpiece and we're ecstatic to be giving you the exclusive review of this newly released shirt.

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For starters, Lugo linen is manufactured from the most exquisite of linens, a pure 175 gram natural cotton fiber. If this means nothing to you, this is the Bentley of linens- "the stuff that bespoke design houses die for!" However, having unbelievable fabric is only half the battle. In keeping with Lugo's commitment to bringing Italian styling to the streets of New York (and the rest of the world), these shirts share the signature Lugo-look of a slim fitting high-collar shirt that can be worn tucked in or out and with a tie, if you so desire. This collection is being launch with six shirts- white / lime green / hot pink, all available in either a spread or button down collar.



Now, while we were interviewing [Mr. John Meadow](#), the genius behind Lugo, we noticed that he was putting a curious sign in the window of his 246 Mott Street storefront. On further inspection, he was placing a

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sign stating that Lugo is now accepting Euros as well as US dollars!

It ends up that Lugo has such a large European clientele that he is accepting Euros out of necessity- and with the launch of Lugo Linen, he's expecting a huge European outpouring.

When we further discussed his decision to accept Euros, he said, "New York is a truly global town. We have people from everywhere coming to New York to literally buy everything. And, believe it or not, we have a cohort of Italian businessmen who come to New York regularly, and come into Lugo to buy 5 white shirts at a time. When we see shopping such as this, it not only validates our product as authentic, it tells us that we need to cater to our European customers as well. So, we're more than willing to go through the little hassle of exchanging Euros to make for a richer shopping experience for our dedicated European clientele."

In our opinion, we're surprised that more stores aren't doing this- especially on Mott Street, one of the trendiest streets in Nolita, let alone NYC, let alone the world!

In conclusion, Lugo linen is a class above all the rest. This is not only "The Shirt" to have for Summer '08, it is the benchmark for fine luxury linen manufacturers. Never before have we seen a shirt that is perfectly suited for a day at the office underneath your favorite cotton suit, or for a morning brunch with a pair of jeans and loafers, or for a day in the Hamptons, or for an uber-exclusive nighttime extravaganza. Lugo linen is the pinnacle of fine summer fashion and is even Euro-friendly, too!

Labels: [bespoke linen](#), [hamptons fashion](#), [linen](#), [Lugo](#), [Lugo NYC](#), [luxury linen](#)

\*.\* 6/02/2008

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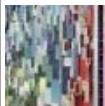
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