

SPUNGLE

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MONDAY, OCTOBER 15, 2007

Lugo (Verdict: New York's Fashion!)



Over the last year and a half we have built a reputation for Spungle as being one of the most discriminating review sites on the web. We will scour through hundreds of products to find the perfect subject for a “coveted” review. And while you will notice that occasionally we revisit certain manufacturers, nothing brings us more excitement than reviewing a new company. This is why we jumped at the opportunity to review [Lugo](#), New York City’s newest high-end high-fashion men’s clothing store, and ultimately secured the exclusive review.

Lugo, which is located at 246 Mott Street, also known as the heart of hip NYC, is by far one of the best things to happen to NYC in 2007. As opposed to other men’s haberdasheries, where the focus is on the label first and the style second, Lugo is completely focused on outfitting today’s fashionable man.

For example, last time you were in Italy, did you happen to notice that everyone looked well put together? It didn’t matter if he was the concierge at your 5-star hotel, the bouncer at Rome’s hottest club, or even the guy sitting next to you on your private flight to Sorrento; everyone looked impeccable and dressed to impress. Lugo, whose roots are Milanese and Roman, is bringing men’s Italian fashion to New York City.

While you could go to Thomas Pink, Brooks Brothers, or Charles

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FEED



FAVORITE PLACES TO MAKE CASH



Tyrwhitt and spend \$200 for a boxy English cut shirt, there is something to be said for the form-fitting picturesque fit of a well tailored shirt. And that is what Lugo is doing to NYC. They recognize that we all know where to find shirts that double as sails. And they also recognize that few, if any, New Yorkers know where to find true Italian shirts that are made to qualities that surpass Gucci, Prada, Canali, and Borelli that are less than \$200.



If asked to describe Lugo in one word, we describe it as a “magician.” We recognize that Lugo is going to change the dress code of NYC by storm, and we whole-heartedly believe that it will occur so quickly, that it will appear to be an illusion. The style of Lugo is unbelievably addictive yet perfectly subtle.

The collars on Lugo shirts come in two varieties- wide spread and standard. Both look unbelievable under a blazer, and with a tie, both will suit you well. As for cuffs, as with any self-respecting manufacturer, they offer both French and button options. However, when you look past collars and cuffs, you will quickly realize that the tailoring of these shirts is phenomenal. They are not only made like they are going to be worn in battle, the proverbial battle of 9-5 of course, they are also tailored in such a fashion that they feel like they were made for you! They will hug the contours of your chest ensuring a clean fit; they are generous in the shoulders affording you movement and comfort, and most importantly to us, they stitched in such a fashion that they maintain their shape after numerous washes, looking as pristine each wear as the day you bought it. Our only warning is that since Lugo uses true mother-of-peal buttons, we ask that you splurge and have your shirts hand pressed- trust us, you’re worth it.

In summary, Lugo is poised to take New York City by storm. They have created a phenomenal product with their first line of shirts and we cannot wait to see what else will be coming from this new gem on Mott Street. So, if you’ve been looking to buy yourself a new favorite shirt, look no further than the high-end manufacturer Lugo over on 246 Mott Street in the heart of Nolita New York City!

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The Sporting Life

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2 COMMENTS:

Anonymous said...

so how much are the shirts?

9:26 AM

Anonymous said...

Bought from them this evening. All shirts and ties are less then 200 so its not terribly overpriced.

9:51 PM

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