

Burton launches limited edition Tonic Suit

BURTON

Released on: April 14, 2009, 4:20 am

Author: [Burton](#)

Industry: [Consumer-Services](#)

Burton is celebrating the resurgence of the 80's and the reuniting of ska legends 'The Specials', with the launch of a limited edition Tonic Suit.



With the 80's making a forceful statement on the high street once again, the [men's fashion](#) world is drawing influence from many cultural facets, from art to music. To celebrate this new trend and the 30th anniversary tour of cult band The Specials, Burton has designed two new exclusive versions of their classic tonic suit and used key design elements from their archives to create the new 'Mod' suit.

More prevalent than with other musical styles, achieving exactly the right look has always been a defining part of the Mod and Ska movement. Sharp suits with precise lines and clean cut styling epitomized the look of 2 Tone, and now with the reforming of The Specials to celebrate their 30th anniversary, the look is also set to make its return.

Available in deep blue and charcoal, the limited edition suit is 100% wool and has an extra finish which creates a slight sheen to give it the tonic look. The style is a one button single breasted slim fit jacket with a narrow peak lapel, while the trouser is narrower on the calf and thigh and at just £99 makes it an affordable style essential for every man. Slim fit tonic waistcoats can be added to help finish the classic 'Rude Boy' look.

The Specials tour will see the 2 Tone Coventry Gangsters getting suited and booted again in their iconic suits as they tour 6 venues across England and Scotland in April and May.

The limited edition Burton Tonic Suits will be available in the Bath, Poole, Bluewater, White City, New Enfield, Portsmouth, Liverpool, Swansea, and Braehead stores, as well as online.

Notes to editors:

About

Burton

Burton has a long history in [men's clothing](#) and fashion having been founded in 1903 by Montague Burton in Chesterfield. Burton now has over 400 outlets all over the UK and Ireland making it one of the country's largest sellers of casual and formal menswear, including [men's suits](#), jeans, shirts, jackets, suits, knitwear, shorts, shoes, underwear, accessories and [men's tshirts](#).

Customers can also shop online from the Burton.co.uk website which offers free returns in-store or by post and fast delivery to their home. The site features a useful size guide to ensure customers can get the correct fit. They can also sign up for the Burton newsletter, which offers all the latest style updates, exclusive discounts and competitions.

Burton PR Contact:

Sara Scurfield
Colegrave House
70 Berners Street
London
UK
W1T 3NL
020 7291 2951
www.burton.co.uk