ALL MOD CONS ASSOCIATE
ALL MOD CONS
MOD IN THE MAKING

Welcome to **ALL MOD CONS** – the Ben Sherman mod in the making program.

“All mod cons” or “all modern conveniences” is a catch-phrase coined in the 1950s, referring to the new wave of modern housing and appliances. If something has all mod cons, it has all the best and desirable features.

Through ALL MOD CONS you will discover the importance of our history, the intricacies of our collection, and the basis of our customer service approach. You will learn it, live it, and love it!

PS – *All Mod Cons* is also the title of a 1978 release by mod revivalists, The Jam.
ALL MOD CONS

CONTENTS

1. BRAND – Our past, present, and future.

2. CLOBBER – Our collection and what you need to know to sell it.

3. HOUSE RULES – 5 Rules we embrace for stellar customer service.

MORE TO COME...
“HISTORY IS MADE & NEVER BOUGHT.”
Ben Sherman 1963.
A BRAND IS BORN

The journey for the brand began in a shirt factory in Brighton, England back in the early 60s: in 1963 the Ben Sherman label is born. The brand soon came into its own. Ben Sherman shirts were sold across Europe and the US, and in 1967 a flagship store was opened on Duke Street in Brighton.

The smart button-down shirts worn by the early Mods had become iconic. Features such as the button-down collar, the button at the back of the collar, and the back pleat and loop were staples of Ben Sherman shirts. These design elements endure today. Over the next five decades the Ben Sherman original “button-down” is continuously embraced by youth cultures.
OUR HISTORY

THE 60s – Mods, rockers, skinheads – it all kicks off and Ben Sherman hits the ground running.

THE 70s – London calling as punk rules and new life is breathed into the Mod movement.

THE 80s – Ska and 2Tone is the music of choice.

THE 90s – Cool Britannia and Britpop rule the radio waves – Ben Sherman enjoys a renaissance.

THE 00s – Ben Sherman develops into a complete lifestyle brand – the perfect celebration of fashion and music.
BRAND

THE 60s

cardigan.jpg
THE 60s

The 1960s: an era of change and with it, an explosion of youth counter-cultures. The Modernists, or Mods, are suited and booted, ready for a scrap down in Brighton and at the various London music clubs. Smart tailoring is regarded as highly as their favorite bands. Music of choice? Homegrown acts creating the first “British Invasion” in America. Shirt of choice: the Original Ben Sherman.

The Mods, Rockers, Skinheads … it all kicked off in the 60s and we hit the ground running.
THE 70s
THE 70s

The Clash herald “London’s Calling” and punk grabs Ben Sherman as it touches down in London. Music and Ben Sherman have developed an inseparable partnership.

The late 70’s ushered in a Mod revival with the release of the quintessential Mod film, *Quadrophenia*. The soundtrack is provided by no one else than The Who. The Jam, fronted by Paul Weller, who would later become known as “the Modfather”, kicks out Mod flavored hits. Their favorite shirt? Ben Sherman button-downs.

30 years later Paul Weller collaborates with Ben Sherman to re-create his favorite Benny.
THE 80s

2TONE

BAD MANNERS
DEAD KENNEDYS
MADNESS
THE SPECIALS
SPECIALS
SPECIALS

THE BEST OF BRITISH SKA...LIVE!

RUDE BOYS

SKEG GUY
THE 80s

The Ben Sherman Oxford shirt, with its button-down collar and back-pleat, packaged in distinctive black boxes with orange logos, quickly gained cult status with the skinhead revivalists. This youth movement, having emerged from largely working-class neighborhoods, had a taste for Ska greats The Specials and Madness.

Ska and 2Tone fight the good fight against the army of plastic pop acts that threaten to sweep the nation. Ben Sherman’s close ties with mod style propel the label into a nation-wide spotlight in Britain’s most talked about music venues.
THE 90s
THE 90s

In the 1990s Ben Sherman enjoyed another revival. Britain was going through a golden period with a vibrant music, art and fashion scene. Most notably, the music scene – dubbed Britpop – swelled to epic proportions. “Cool Britannia” was born.

Paul Weller was at the forefront of the Britpop scene: the Mod influence was profound on a number of acts, notably Blur and Oasis, in terms of both musical influence (The Kinks, The Who) and fashion. Ben Sherman, with its “Mod target” Royal Air Force logo, became a hit again after being worn by a number of musicians.

The famous shirt, which remained largely unchanged since the early days, once again came to define youth culture, becoming a style staple of the so-called “lads” of the 1990s.
THE 00s

BRAND

MENSWEAR
WOMENSWEAR
FOOTWEAR
ACCESSORIES

MY FAVOURITE SHIRT
A HISTORY OF BEN SHERMAN STYLE
THE 00s

Ben Sherman has evolved into a complete lifestyle brand and continues to be adopted as the style-savvy stamp of the best British bands. With the 2002 launch of womenswear, a cult following has now developed amongst both guys and gals.

"Ben Sherman is a great British icon: few brands can rival our unique history, compete with our product integrity, or capture our Mod influenced style."

Mark Maidment, Ben Sherman Creative Director
WHO WE ARE

A GLOBAL BRAND

The journey for Ben Sherman began in a factory in Brighton back in the 1960s, and since then, the Ben Sherman label has become a global fashion brand and the 4th largest casual wear brand in the UK.

We are represented in over 37 countries, through retail and wholesale outlets.
GLOBAL RETAIL STORES

**NORTH AMERICA**
- NEW YORK CITY
- BOSTON
- LOS ANGELES
- SAN FRANCISCO
- LAS VEGAS

**UNITED KINGDOM**
- LONDON
- MANCHESTER
- LAKESIDE
- READING
- BIRMINGHAM

**EUROPE**
- SWEDEN
- GERMANY
- BULGARIA

**ASIA**
- HONG KONG
- BEIJING
- JAPAN
- PHILIPPINES
- SINGAPORE

**SOUTH AFRICA**
- CAPE TOWN
- PRETORIA

**AUSTRALIA**
- QUEENSLAND
- NEW SOUTH WALES
- VICTORIA
USA RETAIL STORES

SAN FRANCISCO, CA
UNION SQUARE
Est. July 2007

LAS VEGAS, NV
MIRACLE MILE
Est. August 2006

LOS ANGELES, CA
BEVERLY CENTER
Est. May 2006

BOSTON, MA
NEWBURY STREET
Est. September 2009

NEW YORK CITY, NY
SOHO
Est. March 2006
GLOBAL WEBSITE
www.bensherman.com
USA E-COMMERCE SITE
www.benshermanusa.com
THE PLECTRUM LOGO
INTRODUCED IN 2008

The Plectrum logo, done in a guitar pick silhouette and featuring the iconic Mod stripe, aligns our brand with our musical heritage. It is used in a variety of design applications, sometimes as a breast badge, sometimes on the cuff of a shirt.
Find this quiz in your packet. Take a moment to respond to the questions.

1. In what year was the Ben Sherman label born?
2. The Mods are from which decade?
3. What is the address of our US e-commerce website?
4. Where are our US retail stores?
5. What is the name of our logo?
GIVE IT A GO
QUIZ #1

1. In what year was the Ben Sherman label born?
   1963

2. The Mods are from which decade?
   The 60s

3. What is the address of our US e-commerce website?
   www.benshermanusa.com

4. Where are our US retail stores?
   New York City, Boston, Las Vegas, Los Angeles, San Francisco

5. What is the name of our logo?
   The Plectrum
“OUR HOUSE IS A VERY, VERY, VERY FINE HOUSE.”
MADNESS, 1982.
MODS IN THE MANSION
INTERIOR INDENTITY

“The Mods in the mansion”: an eclectic mix of posh and grit, unabashedly British. Think the trashed French Riviera mansions of Rolling Stones circa *Exile on Main St*, or the sunken Rolls Royce on the cover of Oasis’ *Be Here Now*. Our very own country manor.

In celebration of all of the rock stars who’ve ever bought, abused, and lived in a house, a very big house in the country, we are decking our stores with inherited pieces, impulsive antique shop buys, and iconic imagery. Classic British furnishings with a “mad as a quail” twist.
MODS IN THE MANSION
INTERIOR IDENTITY

Our atmosphere is relaxed. Our furniture is worn in. Our customers feel at home – whether in our chill-out area, on the sales floor, or in the bespoke fitting rooms – our mansion is a place where everyone is welcome.
VISUAL MERCHANDISING
AT A GLANCE

we merchandise
the floor by drop & color story,
the most current sits at the
front of the mansion.

we react
to sell through with
replenishment – both
mid-day and at the
end of the day.

we style
the mannequins to
reflect the current
collection and the
Outfit Guides.

we respect
our mansion and our
collection: both are
kept neat & tidy.

we create
new best sellers
through placement
and mannequin
styling.
SHERMAN’S SONGBOOK
OUR SOUNDTRACK

The music we play in the store is as important as the product we put on the shelves. Sherman’s Songbook, like the fixtures and visual merchandising, adds to the environment and shapes the atmosphere.

A grab bag of British essentials and global indie and rock-and-roll, the Songbook spans the decades and equally looks ahead. The Songbook also includes a who’s who of bands and artists we dressed then and dress now.

What’s on now? The Jam, Oasis, and Death Cab For Cutie, to name a few…
Our customers are often curious about the stellar music played in our stores. A complete list of the songs currently featured in Sherman’s Songbook can be found in the Communications binder, which is kept at the cash wrap. The Songbook list is sorted alphabetically by song title for quick reference.

The actual music player is found in the back of the house. Ask your manager to point it out to you. The player includes a screen which scrolls the name of the song that is currently playing.
GIVE IT A GO
QUIZ #2

Find this quiz in your packet. Take a moment to respond to these questions.

1. How do we refer to our interior identity?

2. How do we show respect for our mansion?

3. What is Sherman’s Songbook?

4. Where can Sherman’s Songbook be found?
GIVE IT A GO
QUIZ #2

Find this quiz in your packet. Take a moment to respond to these questions.

1. How do we refer to our interior identity?
   Mods in the Mansion

2. How do we show respect for our mansion?
   We keeps things neat and tidy.

3. What is Sherman’s Songbook?
   Our in-store music program

4. Where can you find a complete list of the currently featured songs?
   In the Communications binder at the cash wrap
Glossary of Terms

You What?

A brief introduction to “Brit speak” – British slang used throughout ALL MOD CONS.

All mod cons … noun; all the best fixtures & appliances. Abbreviation of “all modern conveniences”

Benny … noun; an affectionate nickname for a Ben Sherman button-down shirt

Blighty … proper noun; affectionate name for England

Britpop … noun; 90s music movement marked by bands like Oasis, Blur and Pulp

Cheeky monkey … noun; term of endearment

Cheers … expression; thanks or form of salutation

Clobber … noun; clothes and personal belongings

“Eh, me old China” … expression; London Cockney rhyming slang for “hello friend”

Give it a go … expression; to try something out

Kit … noun; clothes

Know your onions … expression; to be knowledgeable and competent in one’s task

Mad as a quail … expression; eccentric or somewhat haphazard

Mods in the mansion … expression; our interior identity

Mods, the … noun; 60s youth counter-culture focused on sharp tailored clothing and good music

Odds & sods … noun; miscellaneous collection of things, bits & pieces

Plectrum … noun; our logo, shaped like a guitar pick and accented with a mod stripe

Prat … noun; fool or idiot

Quadrophenia … noun; 1978 film focused on the 60s Mod scene

Sod … noun; a pitiful person

Suited & booted … adjective; very smartly dressed

Suss (out) … verb; to figure something out
LEARN IT. LIVE IT. LOVE IT.

We are the Mods. We are the Mods in the mansion.

We **LEARN** about Ben Sherman’s history in order to understand its future. We **LIVE** the Ben Sherman lifestyle in order to educate our customer. We **LOVE** the Ben Sherman brand and our enthusiasm is contagious.