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History of Casual Friday Penned by Menswear Expert On Sale June 16

Pulls back the curtain on Casual Friday's Corporate and Political Origins

Brooklyn, NY June 9, 2015

Rebel Without a Suit: The Not-So-Casual Road to Casual Friday by Richard Press and Joseph Cosgriff goes on sale Tuesday, June 16, 2015 for Kindle and Nook, June 19 for iTunes, Smashwords, Kobo, etc. Published by Antenna Books, *Rebel's* home page can be viewed at <http://www.antennabooks.com/rebel-without-a-suit.html>.

The anti-corporate types who think they're "sticking it to The Man" don't realize that they've been tools of sophisticated behind-the-scenes corporate marketing. They are truly rebels without a suit—fattening the bottom lines of companies eager to sell them khakis and plaid shirts by the dozen.

In writing a book about the menswear industry, Press and co-writer Joseph Cosgriff stumbled across a surprising and unanticipated explanation of how Casual Friday (and Casual Everyday) made its way to the workplace, deciding to publish the behind-the-scenes story of Casual Friday as a stand-alone 6,600-word essay.

Press and Cosgriff start the clock in post-WWII and pre-air-conditioning Hawaii, with the Hawaii Fashion Guild formalizing the wearing of Aloha shirts at the workplace in a marketing campaign in the 1960s, "for the sake of comfort and in support of the 50th state's garment industry" and a State Senate resolution for Aloha Friday in 1966.

Over the decades, the practice began to drift to the mainland, where Casual Friday was the perfect no-cost perk. The first problem men faced was not knowing what to wear after being told they could shed their suits and ties. Most HR departments provided no written standards for "casual," but they knew they didn't like what they were seeing.

Enter Levi's brand "Dockers," which saved the company after sales of Levi's jeans had plummeted. Dockers' Marketing Department decided to print about a million copies of "A Guide to Casual Businesswear," which they sent to 25,000 HR professionals around the country. Nearly all of the suggestions involved wearing Dockers to work.

Press and Cosgriff provide a witty and insightful look at how the 100% casual workplace came about. The real driver of Casual Friday? Commerce.

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