



Brave GentleMan Pop-Up, Cocktails and Talk By Joshua Katcher

New York, NY (August 20, 2014) – **Brave GentleMan** known for its eco-conscious take on luxe menswear design presents its latest collection for just a few hours of sartorial delight. Fashion innovators are invited to enjoy cocktails and treats, browse items available for purchase and join in the conversation on *Fashion & Animals*, hosted by the **Alexander Gray Associates** art gallery located at 510 West 26th Street in West Chelsea, New York on **Monday, September 8th** from **6:00 p.m. till 9:00 p.m.** open to the public.

This forward thinking fashion-insider event will feature a talk presented by Brave GentleMan founder, creative director, and editor-in-chief of award-winning webzine *The Discerning Brute*, **Joshua Katcher**. A proponent of ethically handsome design principles, Katcher will preview *Fashion & Animals*, his book exploring the relationship between humans, animals, and fashion. It's an intimate examination of these three deeply interconnected parties. Katcher reframes current production methods, aspiring toward a superior, sustainable model that provides visionary solutions for fashion with the future in mind.

Event Information:

6-9PM

Presentations & Pop-Up shop featuring Brave GentleMan Fall/Winter 2014-15 Capsule

6PM

Talk by founder, creative director Joshua Katcher
Exclusive pre-release preview of *Fashion & Animals*

7-9PM

Cocktail Party with hors d'oeuvres by Sweet Maresa & Miyoko's Kitchen

Press Please RSVP to reserve your seat with full name and affiliation to:

events@bravegentleman.com

Look Books: Fall/Winter Capsule*

*Items to be sold may use different materials and/or colors than pictured, select suiting will also be available for purchase see Spring/Summer 14 collection.

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Joshua Katcher started the men's lifestyle website, *The Discerning Brute*, in 2008. The site features editorial focusing on "fashion, food and etiquette for the ethically handsome man." Katcher has created a community that celebrates visionaries and creates discourse with creative-influencers who want to redesign the world, redefine success, and look good doing it. Katcher launched the **Brave GentleMan** label and eCommerce store as founder and creative director in 2010. Brave GentleMan is a fusion of future-textiles with traditional production methodology. The label employs innovative fabrics throughout the collection including; "future suede", "future leather" and "future wool", which are superior to less durable fibers derived from animal byproducts. Katcher has created a high-end, sustainable and ethically made men's collection. Brave GentleMan offers luxury, New York made suiting, premium footwear produced in Portugal, and hats made in Los Angeles. The brand's accessories are crafted from "future-leather" assembled in New York's Historic Garment Center. Katcher is an adjunct professor at Parsons The New School for Design and has taught Sustainable Fashion at the Laboratory Institute of Merchandising. He has lectured at Princeton, The American University of Paris, Parsons, Brown, UPenn, and FIT among others.

Alexander Gray Associates is a contemporary art gallery in New York. Through exhibitions, research, and artist representation, the Gallery spotlights artistic movements and artists who emerged in the 1960s, 1970s, and 1980s. Influential in political, social and cultural spheres, these artists are notable for creating work that crosses geographic borders, generational contexts and artistic disciplines. Alexander Gray Associates is a member of the Art Dealers Association of America. On view September 4 – October 18, 2014: Siah Armajani: *The Tomb Series*.