

Alpha Male - clothing for the larger man

It's probably fair to say that many older and larger men have less interest in shopping for clothes, particularly when there are limited choices for them in stores and it becomes increasingly harder for them to find suitable items.

The less inspired they are to buy their own clothes, the more their wives, girlfriends and daughters start buying for them and slowly but surely they lose both their style and interest in wearing fashionably fitting clothes, resulting in a loss of their own image or identity.

If most men could find one shop that could supply their clothing needs at the click of a button, and be delivered to their home within days, then dressing comfortably with style needn't be a frustrating challenge anymore.

Exclusively designed to fit and flatter the proportions of a larger man, Alpha Male, a menswear brand catering to males between sizes XL - 5XL, recently launched its first collection. Alpha Male is the first South African online provider that focuses on fashionable clothing for larger men only.

Fashion with an edge

The initial collection includes sports shirts (T-shirts and golf shirts), dress shirts, chinos and three-quarter shorts. Aimed at the more refined than rugged client, Alpha Male provides fashion with an edge through the use of quality fabrics, clever placement of prints, i.e. on collars, cuffs and waistbands etc. and local manufacture with a make-to-order capability specific to client needs.

"Alpha Male clothing is designed for the man who wants to lead by example, the man's man, the stand-up guy and the man who knows who he is," said co-founder of Alpha Male, Bev Steward. "He takes pride in how he looks and people respect him for that. He has style and wants to show that through his clothing choices."

Whether it's drinks with the wolf pack after work or a dinner date or meeting where you want to stand out from the crowd for the right reason, Alpha Male is a one-stop solution at the click of a button, making stylish dressing easy and affordable.

"We believe there's a need to provide greater clothing choices for the more mature, larger man who still has an interest in being stylish and relevant. He wants more choice, but doesn't want to search high and low for it," said Steward.

"Alpha Male is for the 'real man' who is not a standard size, but who takes pride in how he dresses, wants to take control of his choices and have a fashionable look and feel of confidence at the same time. It's for the larger man with a larger than life personality," she concluded.

To shop Alpha Male, go to www.alphamaleclothing.co.za.



Co-founder of Alpha Male, Bev Steward.