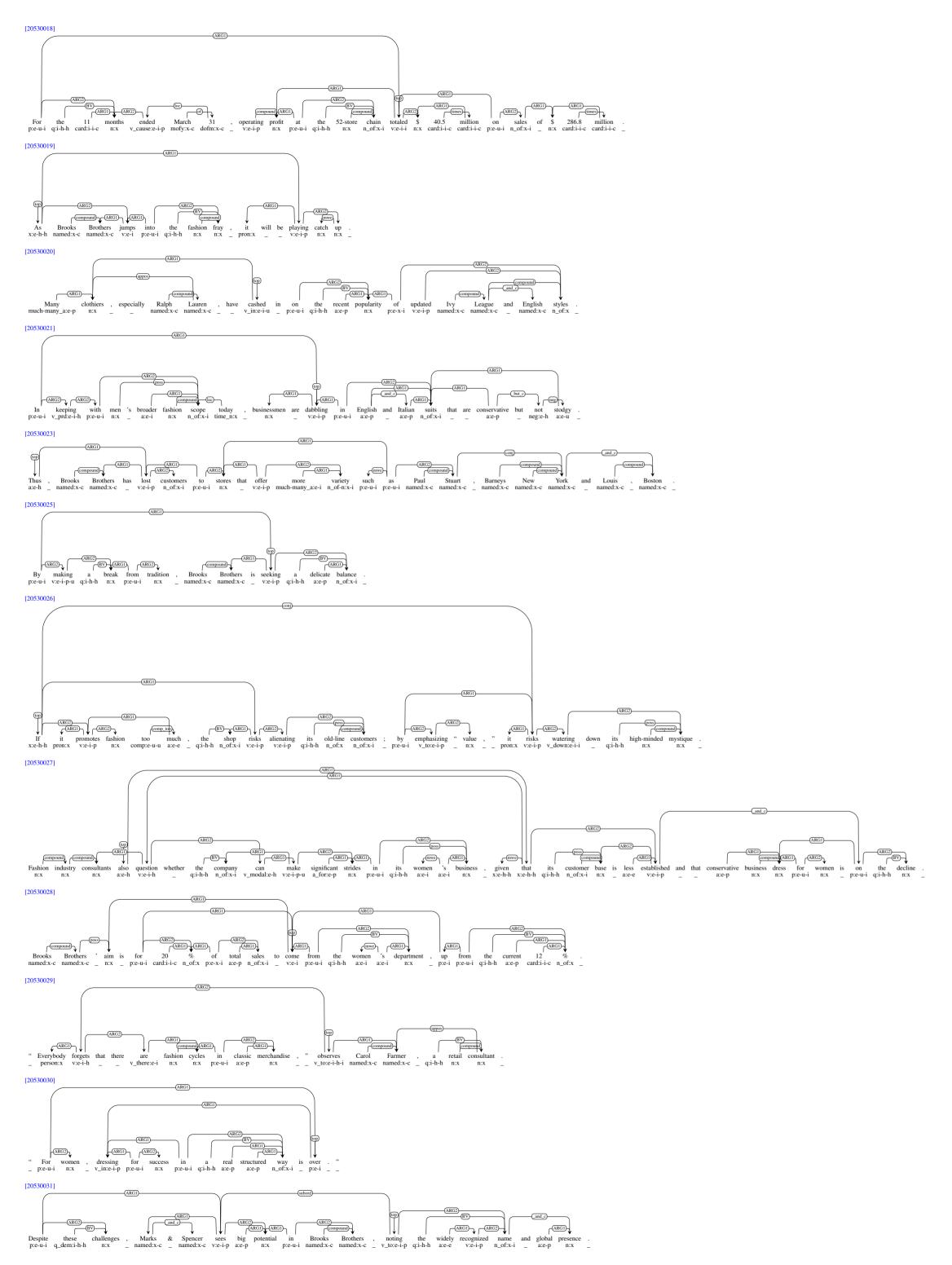
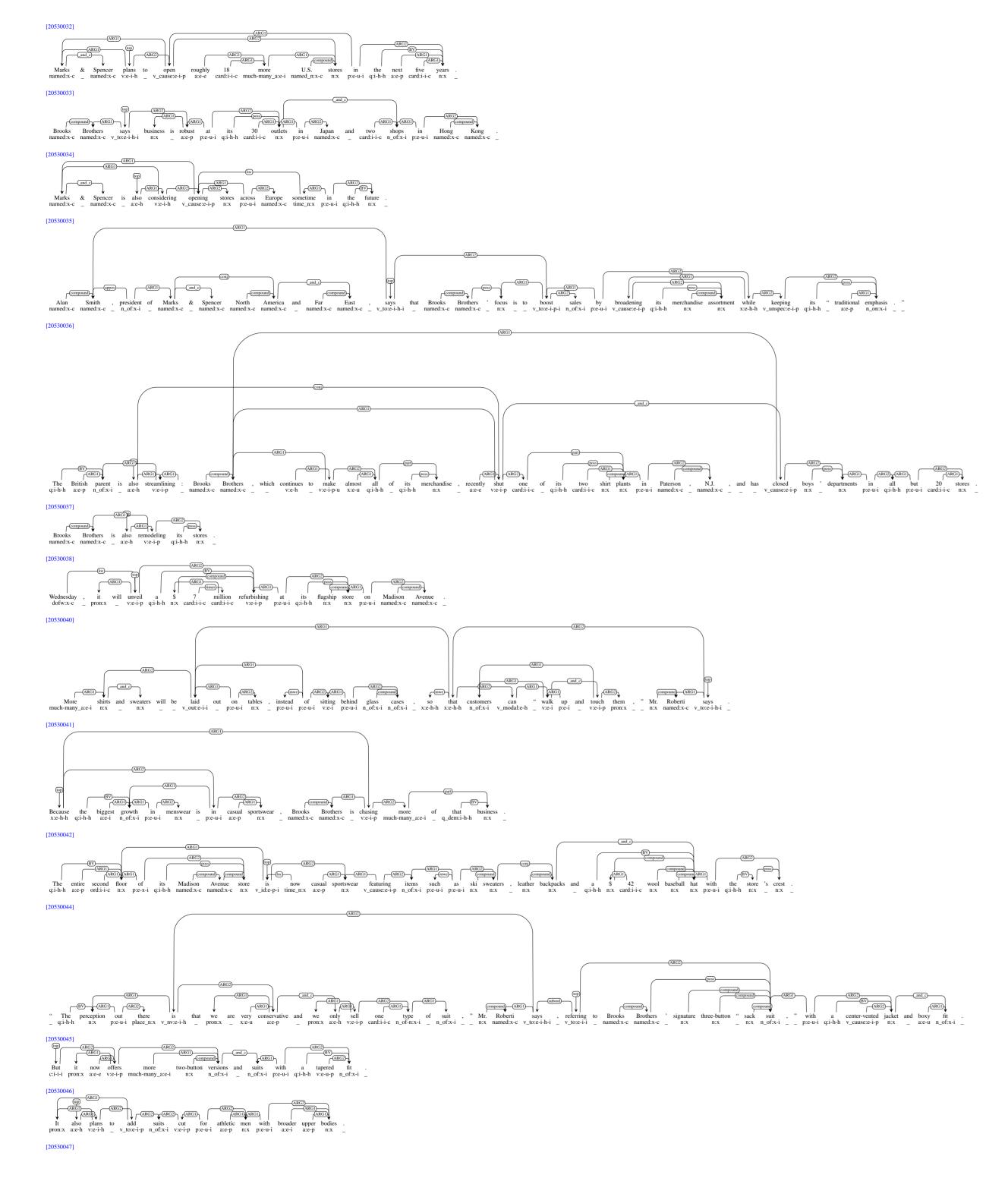
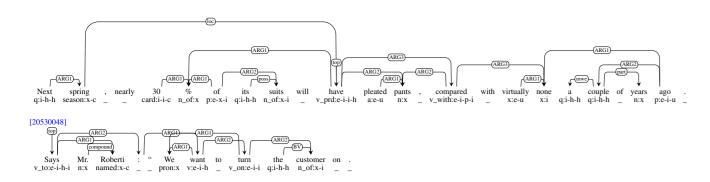
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Document 0530
                           Since its founding in 1818 , Brooks Brothers , the standard-bearer of the Ivy League look p:e-u-i q:i-h-h v:e-i-p p:e-u-i yofc:x-c _ named:x-c named:x-c _ q:i-h-h n:x p:e-x-i q:i-h-h named:x-c named:x-c _ n_at:x-i
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          , has eschewed flashy sales promotions and fashion trends – the rules that most retailers live by i. _ v:e-i-p a:e-u n_of:x n_of:x-i _ n:x n:x _ q:i-h-h n_of:x-h _ q:i-h-h n:x v:e-i p:e-i
                                                                                                                                                                                                                                                                                                                                                                                                                                              (ARG1)
                              During the four-day promotion , shoppers at the Short Hills , N.J. , store lined up to pay for big-ticket items like coats and suits . p:e-u-i q:i-h-h n_of:x-i _ n:x p:e-u-i q:i-h-h named:x-c _ named:x-c _ named:x-c _ n:x v_up:e-i _ x:e-h-h v_for:e-i-p-i-i _ n:x _ n_of:x-i _ p:e-u-i _ n:f:x-i _ n=0f:x-i _ n=0f:x-i _ n.
                                That 's not all x:x v_id:e-p-i neg:e-h q:i-h-h
                               One color photo displays a rainbow of dress shirts tied in a knot ; another picture shows neckties with bold designs card:i-i-c n:x n:x v_to:e-i-p q:i-h-h n:x p:e-x-i n:x n:x v:e-i-p p:e-u-i q:i-h-h n:x q:i-h-h n:x q:i-h-h n_of:x-i v:e-i-p n:x p:e-u-i a:e-p n_of:x-i
                         The message is loud and clear : This is not your father 's Brooks Brothers or named:x-c named:x-
                                                                                                                                of its national ad pitch , Brooks Brothers will show less preppy women 's clothes , moving away from its floppy-tie busine q:i-h-h a:e-p n:x n:x named:x-c named:x-c named:x-c v:e-i-p comp:e-u-u a:e-u a:e-i a:e-i n:x v:e-i-p:e-u-i q:i-h-h n:x n:x
                                One ad shows a bright red jacket paired with a black leather skirt card:i-i-c n:x v:e-i-p q:i-h-h a:e-p a:i-i n:x v:e-i-p-h p:e-u-i q:i-h-h a:i-i n:x n:x
                          And the ad copy is cheeky: "How can you be a Wall Street hot shot without at least one Brooks Brothers suit in your portfolio?" cii-i-i q:i-h-h n:x n_of:x-i _ a:e-u _ unspec_manner:e-u-x v_modal:e-h pron:x v_id:e-p-i q:i-h-h named:x-c named:x-c a:e-p n_of:x-i p:e-u-i x:e-u x:
                                                                                                                                                                                                                                                                                                      ARGI)—
                                Brooks Brothers hopes that shaking its time-honored traditions will attract more young men and more women and change consumer perceptions about its range of merchandise . named:x-c named:x-c v:e-i-h v:e-i-p n:x v:e-i-p n:x v:e-i-p n:x v:e-i-p n:x much-many_a:e-i n:x v_cause:e-i-p n_of:x-i n:x p:e-u-i q:i-h-h n_of:x-i n:x p:e-u-i q:i-
                              We want them to buy more of their wardrobe here . "pron:x v:e-i-h pron:x v:e-i-p much-many_a:e-i _ q:i-h-h n:x place_n:x _ _
                             [20530015]
                              Industry watchers agree that Brooks Brothers is long overdue in updating its buttoned-down image , which has stunted its growth n:x n:x v_with:e-i-h-i _ named:x-c named:x-c _ a:e-e a:e-p p:e-u-i v:e-i-p q:i-h-h _ n_of:x-i
                                                                                                                                                                                                                                                                                                                                                                         (compound)
                           When acquired in May 1988 by British retailer Marks & Spencer PLC, Brooks Brothers acue-in pre-u-i mofy:x-c yofc:x-c _ a:e-p _ n:x _ named:x-c _ named
                             [20530017]
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            neg
                               Mr. Roberti concedes tl
n:x named:x-c v_to:e-i-h-i
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