

***Release Source: Richard Woolnough**

FOR IMMEDIATE RELEASE

New book increases Product Knowledge for people in the menswear business

HAMILTON, BERMUDA — 1 November 2007 — A lifetime of experience in the menswear business is being passed on with publication of *The A to Z Book of Menswear* by Richard Woolnough. Although it is designed for people associated with the business rather than the consuming public, there is plenty in it for everyone. It is sure to be a great Christmas gift for any man with more than a passing interest in what he wears.

The A to Z Book of Menswear is a collection of over 400 pages with more than 2,700 words used in the menswear business. It also has a companion website at www.AtoZbook.info with images and more information that could not be fitted into the handy sized paperback book.

Richard Woolnough wrote *The A to Z Book of Menswear* to help people in the menswear business to understand some of the huge number of words that are used in the trade. As he says “Knowledge means nothing if it is not passed on”.

The A to Z Book of Menswear is available for purchase through Lulu.com, the world’s fastest-growing provider of print-on-demand books. Delivery can be made anywhere in the world and payment can be in any major currency. The price is \$24.95 (currently about £12.20 or € 17.50). It can also be customised for companies who wish to give it as promotional material.

Link to Publication*: <http://www.lulu.com/menswear>

ABOUT AUTHOR

Richard Woolnough has over 40 years of experience in the menswear trade on both sides of the Atlantic. He has been involved in retailing and production as well as overseeing Private Label development. His book is a compilation of that experience and is passing on his knowledge to a new generation.

ABOUT LULU

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