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Urban clothes in the 'burbs

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BY EILEEN SMITH • COURIER-POST STAFF • AUGUST 7, 2009

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CHERRY HILL — For the past two years, Les Richards Menswear has been a destination for the well-dressed urban hipster.

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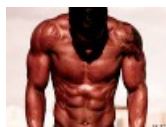
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Now the boutique retailer is intent on dressing suburban guys in Hugo Boss oxfords, [Ralph Lauren](#) suits and its own custom-made shirts by opening a new store at Cherry Hill Mall.

"We've had very good success in Center City Philadelphia and I saw a void in South Jersey for modern style at reasonable [prices](#)," said owner Les Schwartzberg.

Schwartzberg and Jeff Jasner, vice president of operations, are alumni of Today's Man, a Moorestown-based apparel chain that grew to 45 stores before folding in 2003. Schwartzberg, 62, has more than 40 years in menswear, starting with his parents' stores in his native Houston, followed by a stint at Saks.

He says his years in the business are reflected in the [price](#) tags. Specials include Hugo Boss shoes, marked down from \$195 to \$139, and an English Laundry shirt with intricate embroidery on the front and the lyrics to "Sgt. Pepper's Lonely Heart Club Band" on the back for \$125. Custom-made shirts start at \$90.

"I've been very fortunate in developing many great relationships with manufacturers over the years," Schwartzberg said.

While Today's Man focused on private label apparel, Les Richards is all about big-name designers. Among the labels are [Calvin Klein](#), Victor, Emmanuel Ungaro, Jack Victor, Kroon and a smattering of Prada.

The store name combines Schwartzberg's first

name with that of a friend, Richard.

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Also expect such niceties as tailoring and custom-made clothing for men and women.

Schwartzberg said his target customer, a man aged 25 to 45, is looking for a modern edge and impeccable fit.

"He wants a trimmer fit, no pleats in the pants, the kind of clothes I wore in the 1960s," he said. "He doesn't want to buy his dad's clothes."

The first sale after the store opened last week was a Haspel tuxedo, sold to a customer who also bought a BCBG suit. Current promotions include two free suits with the [purchase](#) of any suit priced from \$595 to \$1,200.

Ryan Harkins, a medical sales rep from Philadelphia, wears suits every day. He said he was impressed by the selection of labels and by manager Anthony Adams' natty bow tie.

Harkins bought a pair of cream linen trousers, a match for a jacket he already owns, sale priced at \$49.

Adams said Harkins is typical of most male customers, who shop for specific items and make decisions quickly.

"Men come into a store and they don't want to have to go up or down an elevator to find what they want," he said. "We're here to help them find it."

Reach Eileen Smith at (856) 486-2444 or esmith@courierpostonline.com

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