

V7B March 2010 I hope this helps make your shopping experience a bit easier! *Christine Speedy, CEO*

HOT TIPS

1. Pre-order Bugatchi 4 months in advance to lock in specific stock for next season. Limited quantities are stocked for immediate needs. Other brands have a shorter production cycles, but we still suggest you order as far in advance as possible.
2. Have you updated your email preferences? We're sending emails by groups of interest, including close out stock specials by size. You can change your 'groups' or sign up by going to CEOgolfshop.com/contact

SPOTLIGHT – Bugatchi Men’s Wear

Secret to fast searching for your favorite styles online: know the Bugatchi stock code (SKU)

Stock number guideline:

Alpha prefix = season. Seasons are rarely used for searches because the codes keep changing.

Numbers = fabric. If you have a favorite fabric, keep this number handy.

Second alpha letter group = style. If you prefer a certain style, this number is especially helpful for shirts.

For example, **Bugatchi-DCF1643F57**

DCF = spring 2010 fashion colors

1643 = polynosic ribbed; 65% modal rayon, 35% polyester

F57 = short sleeve 3 button polo

If you like Bugatchi ribbed shirts, enter **1643** in the search box and you'll find them in all colors and styles. Enter **1643F57** and you'll find just the short sleeve polo shirts.



Why are there several product listings for the same style and fabric?

We list each product in the store *by season* because sometimes a product will have the **same color name** in different seasons, but **different color fabric**. For example, khaki in **ISF1643** (summer 2008) and **VF1643** (spring fashion 2008) are two different colors.

BULLETINS: Ribbed Mock Neck shirts (1643 modal rayon) have been discontinued; **mock neck is only available in 100% mercerized cotton** by Bugatchi. For all new product announcements, see twitter.com/ceogolfshop. PDF Catalogs are available online for easy viewing.

Popular Codes for Bugatchi Men’s Apparel

F57 short sleeve, 3 button polo

F56 short sleeve, 3 button polo

F50 short sleeve, crew neck

F15 short sleeve, mock neck

F64 short sleeve, half zip, self collar

K10 long sleeve, 3 button polo

K12 long sleeve, crew neck

K13 long sleeve, half zip with self collar

K14 long sleeve mock ottoman knit

C56, C81 - S/S - REGULAR COLLAR WITH CONTRAST

Dress shirts:

L1/L2 long sleeve, hidden button down collar

D2 - long sleeve, hidden button down collar

D11-L/S - regular collar with soft stay

D10, D28, D29 - L/S - two button spread collar w/ hard stay

D31, D33 - L/S - spread collar w/ hard stay

D34, D35, D38, D41, D48, D70, D97 - L/S - regular collar with soft stay

L21 - L/S - hidden button down collar

S1 short sleeve, camp collar

S5/S19 short sleeve, hidden button down collar

S66/S60 short sleeve, regular soft collar

S67 short sleeve, camp collar

Any code that has an "S" at the end is shaped fit

Shorts/ pants

B2/B40 single pleat short,

B37 flat front short

P2X – 30" inseam, **P2Y** – 32" inseam

P40Z – 34" inseam