



MAKE A  
STATEMENT.  
THIS IS  
YOUR NIGHT!

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PROM • CHOIR • BAND  
ORCHESTRA • CHARITIES  
SPORT BANQUETS

*thelapel*  
*project.com*

AS SEEN ON

**SHARK  
TANK**



# TRANSFORM YOUR SUIT INTO A FASHION STATEMENT

## WHAT IS THE PRIMARY DIFFERENCE BETWEEN A SUIT AND TUXEDO?

The primary difference between a tuxedo and a suit is the presence of satin and velvet.

**THE LAPEL PROJECT** let's you easily PICK. PEEL. TRANSFORM. your suit into a tuxedo with satin or velvet lapels and bow ties. The lapel is the part on each side of a coat or jacket immediately below the collar that is folded back on either side of the front opening.

### Here's how it works:



**CHOOSE** from a black, gray, or navy satin OR a black or navy velvet lapel.



**PEEL** the easy-to-remove 3M adhesive from the back of the lapel.



**TRANSFORM** your look by placing the lapel to the suit's lapel, run it down to the bottom, and fold over the excess behind the suit.

**ADD a BOW TIE and SHOES, and you are ready for any special event.**



## SATIN OR VELVET YOU CHOOSE YOUR COLOR AND STYLE!



### *the lapel project.com* BLACK SATIN LAPEL & BOW TIE

- #E2355 Black Satin Lapel
- #E2363 Black Satin Bow Tie
- #E3841 Black Satin COMBO\*  
\*Combo includes (1) black satin lapel and (1) black satin bow tie.



### *the lapel project.com* GRAY SATIN LAPEL & BOW TIE

- #E3767 Gray Satin Lapel
- #E3775 Gray Satin Bow Tie
- #E3874 Gray Satin COMBO\*  
\*Combo includes (1) gray satin lapel and (1) gray satin bow tie.



### *the lapel project.com* NAVY SATIN LAPEL & BOW TIE

- #E3825 Navy Satin Lapel
- #E3833 Navy Satin Bow Tie
- #E3890 Navy Satin COMBO\*  
\*Combo includes (1) navy satin lapel and (1) navy satin bow tie.



### *the lapel project.com* BLACK VELVET LAPEL & BOW TIE

- #E3783 Black Velvet Lapel
- #E3791 Black Velvet Bow Tie
- #E3858 Black Velvet COMBO\*  
\*Combo includes (1) black velvet lapel and (1) black velvet bow tie.



### *the lapel project.com* NAVY VELVET LAPEL & BOW TIE

- #E3809 Navy Velvet Lapel
- #E3817 Navy Velvet Bow Tie
- #E3882 Navy Velvet COMBO\*  
\*Combo includes (1) navy velvet lapel and (1) navy velvet bow tie.

SHOES ALSO AVAILABLE SEE BACK PAGE.

AS SEEN ON **SHARK TANK**



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*the lapel project.com* BLACK VELVET SHOES

- #E2371 Size 8
- #E3916 Size 9
- #E3924 Size 10
- #E3932 Size 11



FUNDRAISE FOR  
YOUR SCHOOL  
WITH FLAIR AND  
STYLE!



**GA**<sup>TM</sup> *the lapel project.com*

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