



Blast FROM THE Past

Iconic menswear brand Reyn Spooner pays homage to its stylish beginnings in new fall collection. By Kristen Nemoto

In between the hustle of Iwilei Costco's gas station and Best Buy, Reyn Spooner's factory sits neatly and enclosed behind slabs of sterile white drywall and a fleet of fork lifts. Inside the 20,000-square-foot space, however, exists an opposite scene: this one is serene with historical appreciation and personality.

"I took this back with me," says CEO Kirk Hubbard smiling as he points to a rickety shoe-shine chair that's flanked next to dozens of memorabilia pieces and archival pictures from old Reyn Spooner stores. "I'm kind of a strange collector but when you look around, this is all stuff that came out of the stores. They're really special."

Reflective of Reyn Spooner's consistent sentiment of nostalgic styles and classic prints, this fall season's new Hawaiian Indigo collection harkens back to a time when the aloha shirt evoked the allure of the Islands and our rich culture.

"We're going back to our roots yet the appeal has a youth element here," Hubbard says. "What's fun is that you look at pictures of some of our old products, and it looks just like this. There are heavy influences from classic American sportswear. It's kind of like coming back around in a circle."

After his time served as a paratrooper in World War II, a motivated young man named Reyn McCullough opened his own menswear haberdashery store in his home of Catalina Island. Through his previous experience in menswear sales, McCullough couldn't help but look to the future of his brand in distinctive resort wear and nautical apparel. After the success of six stores in Catalina, McCullough had about enough curiosity with seeing commercial airplanes flying frequently westbound across the Pacific and eventually decided to board one of them and move to what was then still the territory of Hawaii.

"Reyn loved the island lifestyle of Hawaii," Hubbard says, "It was a natural fit for him to try something new."

Soon after relocating to Hawaii, McCullough's Reyn's Men's Wear store was opened in 1959 in the Ala Moana Shopping Center. Although he was hesitant to the "aloha shirt" style, a collaboration with swimsuit designer Ruth Spooner and influences from local surfers along Waikiki Beach prompted McCullough to start making shirts that was geared towards a customer outside of the resort business.

"The Hawaiian Indigo collection takes on the traditional perspective here," says Hubbard, holding up a sleeve from one of the shirts. "A lot of the aloha shirts back then were loud and almost like a cliché, mostly worn by workers in the visitor industry. Reyn wanted to take that marriage of his original Ivy League and preppy style and add a Hawaiian



Reyn's Mens Wear opened in 1959 in Ala Moana Shopping Center, carrying a line of shirts, pants, belts, hats and even suits.



twist to it, which shows in this collection, especially with the classic reverse print aloha shirt."

As seen on any businessman in downtown Honolulu or a local boy looking to sharpen up for a relative's wedding, Reyn Spooner has been known to modestly transform men of all ages to look and feel their very best. Hubbard says this season's Hawaiian Indigo collection will not only make his customers look and feel like a million bucks, but also feel like stylish gentlemen.

"I want our customers to have fun wearing our clothes," Hubbard says. "I want them to feel fashion forward and know that they're wearing a very special piece of history."

Reyn Spooner stores are located throughout the Hawaiian Islands. There are four on Oahu, two on the Big Island, and one on Kaua'i. For more information, go to reynspooner.com