



NAT NAST AND THE GOOD LIFE

PROMOTING AMERICAN STYLE,
GIVING BACK IN THE PROCESS.
BY KAREN ALBERG GROSSMAN



Nat (left) with friends at Sloppy Joe's bar in Havana, 1946

In order to sell clothes, many companies have been known to fabricate a history, a fantasy, even a “pretend” designer. Nat Nast didn’t have to: The man, the mission, the lifestyle are all very real, and amazingly, the legacy continues.

It started in 1946 in Kansas City, as America came out of WWII and years of sacrifice. An ambitious entrepreneur, Nat Nast picked up on an emerging passion for leisure sports, and designed some stylish bowling shirts with inverted back pleats for ease of movement. In addition to his design talent, Nast was a brilliant marketer: Any guy who bowled a perfect

300 wearing a Nat Nast shirt received a \$1,000 U.S. savings bond, presented by Nat’s beautiful wife Alice.

Although the company was sold in the 1970s, Nat’s daughters Barbara and Patty brought it back in 2000 under the name Nat Nast Luxury Originals. Believing that a man’s clothes should reflect his confidence, irreverence and style, they created a quality collection based on the original bowling shirts. Ten years later, the line has evolved into a full lifestyle collection featuring beautiful luxury sportswear (some of it vintage-inspired) at surprisingly affordable prices.

Testimony to its inherent cool factor, Nat Nast apparel is worn by the likes of Jeff Bridges, Larry David, Matt Perry, Charlie Sheen and Bill Clinton. Testimony to its core values, Nat Nast is affiliated with numerous charity organizations including Fashion Delivers (which recently provided clothes to Haitians and other disaster victims) and the Wounded Warrior Project (for returning veterans who have served America overseas.)

Appreciating the finer things in life is wonderful indeed, but helping others experience them is far better.