



## WES AND WILLY: SUPERHERO OF BOYS CLOTHING

We need a hero in the world of boy's clothes. For all the pink tu-tus, sequined jackets and polka dot silk ballet slippers, what are our boys left with? Yet another pair of sweat pants? NO! They may be boys who like to play rough but they are not blind to wanting to look good! Luckily for all of momkind, you can find your hero in **Wes and Willy**. A line of clothing that knows fashion and best yet, knows how boys want to wear it.



### About Wes and Willy:

Life long friends, Wes and Willy, have put their super powers to work designing unique boys' clothing since 1989. While they can often be spotted fighting for truth, justice and cool boy clothes from all corners of the Earth, their plots of creative genius are headquartered in Omaha, Nebraska. Wes and Willy get their inspiration simply from seeing boys being boys around the country. "Wherever you go, boys love being boys." Wes and Willy clothing is designed to uphold that truth. Rough and Tumble, yet Cool and Comfortable. Wes and Willy say it best, **"Boys need great clothes, too."**

### Note from WW Founder:

I've been in the fashion world since 1989, designing men's wear and selling to shops up and down the coasts. But when it came to buying the right clothes for my sons, Ryan and Jack, I couldn't find them. So I started making my own.

Twenty years and millions of garments later, I've learned a few things.

- Boys love dogs, sports, rock and roll
- Soft. Keep it soft.
- Make it to last. For years.

If I'm doing my job right, when you get your hands on a Wes and Willy garment, you'll be holding a classic boy's garment he won't want to take off. A garment that will wear like iron. And rock his world.

Let me know if I've done my job. Send me pictures. Send notes. And if you're in Omaha, stop by and say hi.

Billy "Willy" Mullen, Founder – Wes and Willy  
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# Mission Possible: Cool boys clothes, made how boys want to wear them.



**Clue #1:** Appears to be a stiff necked blazer for boring events  
**Upon Inspection:** A comfy, cotton jacket with skull lining makes any event more fun!

**Patchwork Blazer 4327 MSRP \$80**



**Clue #2:** Appears to be yet another jacket to make me fidget  
**Upon Inspection:** This corduroy, flannel lined jacket is like wearing my favorite blanket.

**Wide-Wale Cord Blazer 3956 MSRP \$74**



**Clue #4:** Denim jeans, what's new?  
**Upon Inspection:** Soft prewashed fabric in a hip faded finish *with* an elastic waistband – dude!

**5 Pocket Jean 500 MSRP \$45**



**Clue #3:** Appears to be formal dress pants – squirm, squirm, tug, squirm  
**Upon Inspection:** MADE OF FLEECE. Classy enough for a wedding, comfy enough for bed.

**Fleece Dress Pant 4180 MSRP \$47.50**



**Clue #6:** A graphic tee? I have a hundred.  
**Upon Inspection:** Not like WW's Graphic Tees! With artistic detail rivaling the masters, these aren't like anything you've seen. Mom, they're fade and shrink resistant. And oh, so soft.  
**Ultra Cool Graphic Tees MSRP \$29**

**Clue #5:** Another work out shirt? I'm only 7.  
**Upon Inspection:** Cool look with Quick Dry Moisture Release keeps me dry while just playing or at practice. Mom likes the double stitch durability so it'll last longer than just one season.  
**Raglan Performance Top 4501 MSRP \$40**





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## Ultra Cool Graphic Tees: This is Me. At least for today.

WW Tee shirts show what a boy is about. What he loves. And they're designed by our boys, Willy and Marty, who spend each day ensuring each image has more detail than you'd ever expect. We like to call them "Art on Cotton." Even better, they're built to last. We start with 100% ringspun cotton to give it **DURABILITY** and **SOFTNESS**. The fabric is dyed / rolled, then washed and re-rolled for stability and **SHRINK CONTROL**. The result is a Tee that is noticeably softer, holds its color and **he never wants to take it off**.

