

*Smoky  
Joe's*

CLOTHING



STYLE CREATORS, CHICAGO

# MEDIA KIT



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# BACKGROUND



## Our Story

Smoky Joe's started as a pushcart on Chicago's Maxwell Street, a haven for thousands of immigrants looking for a better life in America. The founder was Joseph Bublick, an immigrant from Russia. Together, Joe and his wife Esther, both tailors, cut and sewed sheepskin vests which they sold to Chicagoans in the cold winter. They prospered so well that they decided to establish a full retail store and Smoky Joe's came to life. The name originated because Joe was dark skinned people referred to him as Smoky. The name carried on as his son, Morry enjoyed smoking pipes and cigars.

Their little business started to grow and in the afternoons their son, Morris (Morry), worked as a salesman while attending law school at the University of Chicago. He had a love for the clothing business, designing his own outfits that customers so admired they would ask to buy them right off his back, even if the size was wrong. Morry decided to forgo law school after recognizing his passion for the

business. His younger brother, Max, managed the economics of the business, while Joe operated the register and provided sage advice to customers. When sister Rosalyn married her husband Dave, his addition to the business completed the perfect family team. As the stores grew in number (3) so did the family. Coincidentally, Max, Morry and Roz had ten daughters who at one time or another all worked in the stores.

The business grew as a style center throughout Chicago, especially among the young adult crowd looking for something different. Morry originated The Zoot Suit, Mr. B. collars, Italian knit shirts faced in butter leather and even reverse pleated slacks. Entertainers whose names are now famous shopped at Smoky Joe's. Baby Huey and the Babysitters, Smokey Robinson, James Brown and Sammy Davis Jr., were frequent customers. The Jackson Five, who grew up in nearby, Gary, Indiana purchased their suits at Smoky Joe's. From time to time they sang and danced in the lobby too.



Sammy Davis, Jr. with MorryBublick aka Smoky or Esquire Willie

Over the years Smoky Joe's became well known throughout the fashion industry in North America and around the world. Designers often made appointments with Morry to get his vision on where their crazy industry would go next. Window displays which were quite animated for their time, attracted crowds from all over Chicago.



## Fast Forward

Beth Omans, wife of Steve Omans heard so many amazing stories that she became intrigued about the history of Smoky Joe's. Having worked in the retail industry for over 20 years, Beth decided to pursue her dream to design unique clothing. Her first collection will bring back the smoking jacket for men, women and dogs. The tuxedo style jackets are a fun piece which can be worn with jeans or dress pants for a night out on the town or to a black tie event. Collaborating with other independent designers and fashion houses, Beth has brought back the original style creators, Smoky Joe's Clothing. Inspired by fashion from an era where clothing was designed using the finest velvets and brocade materials and craftsmanship, Smoky Joe's Clothing continues to be a story of America at its best -- innovation, hard work and fearless enterprise.

# FACT SHEET



Smoky Joe's Clothing is redefining traditional smoking jacket making them more fashionable, fun and wearable for many occasions. One does not have to smoke to enjoy the style of a smoking jacket.

Smoky Joe's started as a pushcart on Chicago's Maxwell Street in Chicago, a haven for thousands of immigrants looking for a better life in America. The founder was Joseph Bublick, an immigrant from Russia. Joe and his wife, Esther, both tailors, cut and sewed sheepskin vests which they sold to Chicagoans in the cold winter. They prospered so well that they decided to establish a full retail store and Smoky Joe's Clothing came to life. The name originated because Joe was dark skinned so people referred to him as Smoky. The name carried on as his son, Morry enjoyed smoking pipes and cigars.

From the 1920's to the mid 1980's, Smoky Joe's was the place to go for those seeking the most up to date stylish clothing. The business grew as a style center throughout Chicago especially the young adult crowd. Mr. B. Collars, Italian knit shirts faced in butter leather, reverse pleated slacks brought the crowds in from across America. Morry originated the Zoot Suit stamping the Smoky Joe's Clothing destination. Baby Huey and the Babysitters, Smokey Robinson, James Brown and Sammy Davis Jr. were frequent customers. The Jackson Five who grew up in nearby, Gary, Indiana purchased their suits at Smoky Joe's. From time to time they sang and danced in the lobby too.

Living in Chicago and hearing so many stories about Smoky Joe's from people in the community Steve and Beth Omans decided to bring Smoky's back to life.

Beth, a former Optician has passion for design. With no formal training in tailoring, she decided to bring back a timeless piece, the Smoking Jacket. Classical, eternal, undying is the smoking jacket; while trends come and go the smoking jacket is a staple in one's wardrobe.

## MISSION

Smoky Joe's Clothing is committed to providing its customers with high quality smoking jackets and accessories that are made in the USA.

## WHY A SMOKING JACKET

Through the years the smoking jackets has been known as a traditional coat worn specifically for evening wear while smoking or lounging. As gentlemen retired from the dining table they would slip into the parlor to sip fine wine and enjoy a pipe or cigar. These rooms often did not have heat so the jacket would provide a source of warmth in addition to covering the smell of smoke on their day wear. Redefining smoking jackets as a fashion staple in one's wardrobe the jacket is an alternative to a tuxedo, a night on the town or a statement piece for your sales team.

## WHEN TO WEAR A SMOKING JACKET

Jackets can be worn to a wedding, charity event, Captains Dinner on a cruise, Bar Mitzvah's, date night, holidays; with dress pants or jeans. Trade shows as an ice breaker when your entire team is wearing the same color jacket, wedding parties, clubs, teams, fraternities, sororities, lounge jackets, dressing robes or relaxing.

### Founded:

1929 by Joseph, Morry and Max Bublick.

### Rebranded:

2011 by Beth Stern.

### Owner and Lead Designer:

Beth Stern

### Location:

Chicago, IL

### Website:

[www.smokyjoesclothing.com](http://www.smokyjoesclothing.com)

### Blog:

[www.smokyjoesclothing.com/blog/](http://www.smokyjoesclothing.com/blog/)

### Email:

[beth@smokyjoesclothing.com](mailto:beth@smokyjoesclothing.com)

# OUR PRODUCTS

Our smoking jackets and accessories are made of velvets, brocades, cottons, faux fur, cashmere, alpaca, silks and bembergs. We have a large selection in our Chicago warehouse which can be purchased directly from e-commerce store. If you wish to create your own jacket we have a large selection of fabric colors and trims on our website. Sport teams, clubs or businesses who wish to create their own unique style can contact our design team which can assist with design fulfillment. Products can be purchased through our website [www.smokyjoesclothing.com](http://www.smokyjoesclothing.com) or 773.998.2181 for customer service.



**Custom Purple and Grey Velvet Jacket with Orange Silk Lining. Initials on Right Cuff.**



**Blue Brocade Jackets with Black Velvet Lining and Bemberg Lining**



**Wine Velvet Jacket with Black Velvet Cuff and Collar**



**Smoking Caps**

This most exquisitely designed smoking cap will be a most welcome adornment to your wardrobe. In Victorian times the smoking cap was used to keep the lady happy by keeping the smell of smoke out of her man's hair or in cold winter months to keep the head warm. In modern times, smoking caps are worn as a matching cap to your smoking jacket or a welcome addition to your stylish attire. We customize caps for clubs and organizations which are looking for a uniform look with or without embroidered logos.

Our American made caps are created of the same brocade and velvet materials as our smoking jackets and come in several sizes. The tassel is removable to change the look.

# OUR PRODUCTS (CONT.)



## Ascots and Pocket Squares

Styles may fade but they never go away. Satin paisley Ascots and Pocket Squares are sure to make a statement of genuine style and easy manner. The ascot still works its charm as an addition to your neckwear collection.



## Ties and Bow Ties

Add a different look to your smoking jacket with a tie or bow tie that makes even the most debonair man or women stop in traffic. Bow ties are the must have fashion trend in neckwear. Pair it with your favorite smoking jacket to complete the look.



## Luxury Gift Boxes

The "Fashionable Man" is one who wears a smoking jacket, ascot and cuff links as if the statement never left the Victorian Era. In this luxury box the dapper man will stand out as a one-of-a-kind individual who is surely to be recognized as this look will not be seen on just anyone. Mix and match the jacket and accessories with your favorite pieces to create several looks.

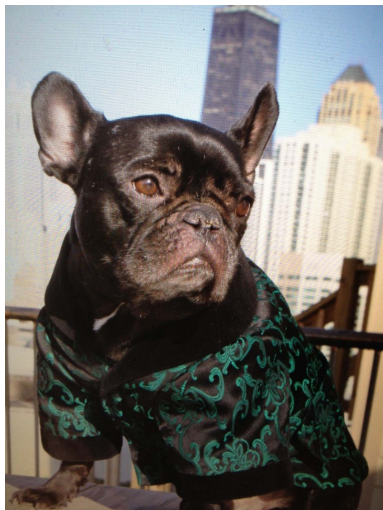
The box includes:

- ❖ Smoking Jacket
- ❖ Rhodium Plated "Mustache" Cuff Links "Mach 3 Razor" and Pure Badger Brush on Chrome with Tan Stone Stand
- ❖ Smoky Joe's Paisley Ascot and Pocket Square to match your jacket
- ❖ Personalized message on the inside of the box to add a custom touch

Gift boxes are also available for the cigar lover, golf lover or wine lover. Perfect for corporate gifts, groom gifts, birthdays, Father's Day or for that special someone who has everything.

## Dog Jackets

Smoky Joe's is changing the dress code when it comes to taking your dog to dinner. Our dog jackets will make your dog a hit. Our dog jackets are made from same fine velvet and brocade materials used in our human jackets. The lining is made of a Bemberg material which light weight leaving your dog is feeling luxurious. All smoking jackets are American made and we have a large inventory in our Chicago warehouse.



**Green Brocade Jacket**



**Berry Velvet Jacket  
with custom embroider  
collar**

# COMPANY BIO



Smoky Joe's started as a pushcart on Chicago's Maxwell Street, a haven for thousands of immigrants looking for a better life in America. The founder was Joseph Bublick, an immigrant from Russia. Together, Joe and his wife Esther, both tailors, cut and sewed sheepskin vests which they sold to Chicagoans in the cold winter. They prospered so well that they decided to establish a full retail store and Smoky Joe's came to life. The name originated because Joe was dark skinned people referred to him as Smoky. The name carried on as his son, Morry enjoyed smoking pipes and cigars.

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would ask to buy them right off his back, even if the size was wrong. Morry decided to forgo law school after recognizing his passion for the business. His younger brother, Max, managed the economics of the business, while Joe operated the register and provided sage advice to customers. When sister Rosalyn married her husband Dave, his addition to the business completed the perfect family team. As the stores grew in number (3) so did the family. Coincidentally, Max, Morry and Roz had ten daughters who at one time or another all worked in the stores. The business grew as a style center throughout Chicago, especially among the young adult crowd looking for something different. Morry originated The Zoot Suit, Mr. B. collars, Italian knit shirts faced in butter leather and even reverse pleated slacks. Entertainers whose names are now

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## SMOKY JOE'S CLOTHING TODAY

Beth Stern-Omans, wife of Steve Omans, (Morry's first grandson and pride and joy) had heard so many amazing stories that she became intrigued about the history of Smoky Joe's. Having worked in the retail industry for over 20 years, Beth decided to pursue her dream to design unique clothing. The collection features smoking jackets and accessories for men, women and dogs. The tuxedo style jackets are a fun piece which can be worn with jeans or dress pants for a night out on the town or to a black tie event. Ascots and pocket squares, bow ties, ties, caps are among the accessories in the Smoky Joe's collection. Collaborating with other independent designers and fashion houses, Beth has brought back the original style creators, Smoky Joe's Clothing. Inspired by fashion from an era where clothing was designed using the finest materials and craftsmanship, Smoky Joe's Clothing continues to be a story of America at its best -- innovation, hard work and fearless enterprise.

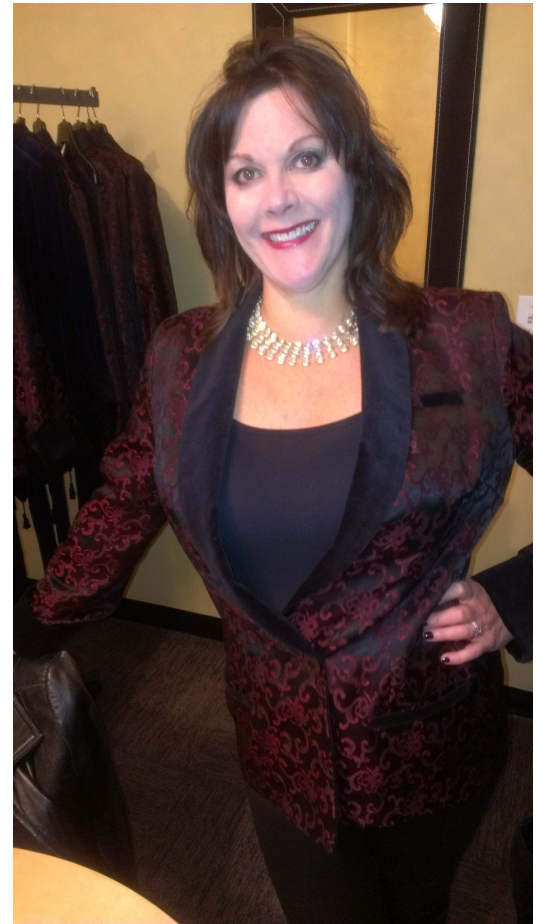
# PERSONAL BIO



Beth Stern was born in Detroit, Michigan and raised in Clearwater, Florida. With a zest for life, Beth began her entrepreneurial career at age nine in her garage each summer with Polly Birds Playhouse, a camp for neighborhood kids. Growing up her pug, Kippywas her assistant. The camp grew each year where she developed people skills, the arts, fun and games and a genuine care for people. She was so excited to earn money each week she thought she had a thriving business. A few years later her parents enlightened her that they were so happy she was working to develop skills, they didn't want to burst her bubble that they paid for all the art supplies and cookies and juice and the actual balance

sheet was negative.

It was at that time that true business skills kicked in. Beth continued on with babysitting, cashiering, gift wrapping and several retail sales jobs she knew combined her artistic side with her business which led to a degree in Opticianry Dispensing. Beth worked as an optician with some of the leading high end designers in the optical industry for over twenty years which brought her to Chicago, IL. As the optical world was shifting, Beth pursued her passion for people by working in the insurance industry for fifteen years. While working in insurance, Beth needed to complete her Bachelor's degree so while working in insurance she attended



Northwestern University where she graduated in 2012 with a degree in Leadership and Organizational behavior. Changes in the health insurance arena led her to pivot back to her passion for fashion, design and people as the lead designer of Smoky Joe's Clothing. Hearing so many amazing stories from her husband, she needed to bring back the iconic name, Smoky Joe's Clothing to Chicago and the world. With the World Wide Web at her fingertips, Beth is living out her entrepreneurial spirit fitting people in traditional jackets and accessories, this time with her dog, Benini.

Smoky Joe's Clothing was rebranded in 2011 by Beth Stern who is redefining the traditional smoking jacket of yesterday to a fashionable and fun jacket that can be worn for many occasions. One does not have to smoke to enjoy the style of a smoking jacket; one should have a discerning eye for a distinctive look.

*Smoky Joe's Clothing*

## BETH STERN

Owner and Lead Designer  
Beth@smokyjoescloting.com

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Chicago, IL 60641  
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www.smokyjoescloting.com 773.998.2181

4000 W. Montrose Ave., #73 Chicago, IL 60641

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# TESTIMONIALS



## BEST SMOKING JACKET I OWN

Posted by StogieShane

Living in Florida, I only get a couple of months each year that are cool enough to be comfortable in a jacket. The light weight of the product makes it comfortable for a few more months than my others. The vivid colors and unique print make it more of a conversation starter than others. I love the collar and cuffs, as well. I highly recommend as a well-constructed, unique piece of your smoking ensemble.

## EXCELLENT WINE SMOKING JACKET, STRONG CUFFS AND ROBE BELT

Posted By Unknown

As a connoisseur in velvet clothing I find the construction of this jacket to be excellent. Very durable. Keep in mind that it is of a red wine color, not bright red.

The black cuffs are also solidly constructed, nothing is flimsy or cheap.

I am 6'2" 205lbs, chest size 42L and 34 inch waist, the medium sized jacket hugged my body perfectly, I was looking for a fitted look and this jacket delivered. The sleeves are the right length. I alter the tightness of the belt depending on how much I want my narrower waist to accentuate my broad shoulders. This jacket has received many compliments.

I can dress the jacket up with a velvet bow tie, velvet slippers, and black tuxedo pants, or be more casual with jeans and loafers as seen in some of the site pictures.

## A FUN ITEM AND A GREAT ADDITION TO MY TUXEDO

Posted by Unknown  
on 22nd Aug. 2016

First, I admit it took me a while to pull the trigger on this purchase. The quality is top notch however; it was figuring out how much I would use it that initially held me back.

I can tell you I have used it at 1 party, multiple times at home and will be using it for a wedding this weekend. I am glad I added the black velvet bowtie.

I love the quality, fit and the comments I get when wearing it. I look forward to finding more uses and enjoying this great jacket for many years.

## FUNCTION MEETS FASHION

Posted by DanielM

I love this jacket! Every time I wear it I get compliments. People recognize it for what it is, unique and well made.

With generous pockets it holds all my accessories. It is light weight fits like glove.

YOU NEED ONE OF THESE!

## GREAT SERVICE!

Posted by A. S.  
on 27th Oct 2015

Had a great time shopping for a 60's style playboy mansion theme party. Amazing selection of smoking jackets and other great accessories. Purchased an amazing outfit head to toe.

## EXCELLENT QUALITY, EVEN BETTER CUSTOMER SERVICE!

Posted by Unknown

This is everything you would expect in a smoking jacket. Great quality, unique styling, and a comfortable fit. Truly gives you a feel of an era long gone by where men's fashion was characterized by truly distinguished garments. Beth was accommodating in handling an exchange and made sure the new jacket was received in time for Christmas Eve.

# MEDIA ATTENTION

## FAMOUS PEOPLE WHO WEAR SMOKY JOE'S CLOTHING



Former National Baseball Player, Gary Sheffield wearing a black and gold smoking jacket with Beth Stern in a Women's blue brocade smoking jacket.



Gary Sheffield in a teal blue paisley smoking jacket.



Weird Al Yankovic performing, "Word Crimes" on the Stephen Colbert show in Smoky Joe's grey and black paisley jacket.



David Ortiz (Big Papi) wearing a Smoky Joe's Brocade Jacket.

### Radio Interviews

Interviewed on Kiss My Ash Radio- 900AM or 103.9FM Talk of the Palm Beaches, October 23, 2015

Pipes Magazine Radio Show, May 12, 2014

### TV Attention

Infinity Commercial with David Ortiz aka Big Papi wearing our wine brocade smoking jacket.

September 2016

<https://twitter.com/davidortiz/status/773990742339489795>

Weird Al Yankovic wearing our jacket in a segment called, "Word Crimes". The Stephen Colbert Show.

May 20, 2016 [https://youtu.be/0zgdNLIc\\_fo](https://youtu.be/0zgdNLIc_fo)

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## GIVING BACK

Smoky Joe's Clothing donates a portion of their proceeds to Chicago French Bulldog Rescue.

**Chicago French Bulldog Rescue (CFBR)** A percentage of our sales will be donated to Chicago French Bulldog Rescue. CFBR was launched to protect French Bulldogs from neglect, abuse, loss of family and theft. Dedicated volunteers rescue them from animal shelters and puppy mills. They help families and individuals that can no longer care for their Frenchie's. Shepherds of the breed are working to educate people about French Bulldogs and most importantly, placing rescued Frenchie's into loving homes.

# COMPANY INFO



## *Smoky Joes Clothing, Inc.*

**Beth Stern, Owner and Lead Designer**

### **Mailing Address:**

**4000 W. Montrose Ave., #73  
Chicago, IL 60641  
Ph: 773.998.2181**

**Website:** [www.smokyjoesclothing.com](http://www.smokyjoesclothing.com)  
**Blog:** [www.smokyjoesclothing.com/blog/](http://www.smokyjoesclothing.com/blog/)  
**Email:** [beth@smokyjoesclothing.com](mailto:beth@smokyjoesclothing.com)

Hours of Operation



**Women Owned**

## **MEMBERSHIPS**

IPCPR (International Premium Cigar and Pipe Retailers Association) 2011-2018



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