

Harbor

14 - 16 Wooster Street
New York
June 10 - July 1, 2021

Anyone know anything about the brand “Misty Harbor”?

Gents,

In 1995, I went to buy a trenchcoat with my wife at the Burlington Coat Factory in NYC. We were 3 years into our marriage. It was a unique experience. In those days, my wife took pride in making me look good. I don't shop with my wife anymore.

Funny, I saw a young couple in Syms about a year ago, and the husband was buying 3 suits. His wife was with him, and had that love-look in her eyes, telling him how good the colors looked -- she was very proud of him. It made me nostalgic in some ways. And I wanted to tell him, “don't ever take her for granted.” Or rather, “don't take this passion for granted.”

Anyway...

I bought a Misty Harbor trenchcoat, with a zip out wool lining. It's made in the USA. I think I paid \$175 for it then, which I imagine was pricey at the time.

I've worn the coat almost every season since 1995. It's still immaculate and well made.

When I googled the name, all I saw was the brand sold by some vintage companies, no online presence.

Any info?

In 1910, John Blair was approached by a classmate in law school about becoming a sales manager for a raincoat company. He took a suitcase full of raincoats along on his travel back home for Easter vacation and approached shops along his route home. He was not very successful because shops were not enthusiastic about stocking a sizeable inventory of an unproven product. He came home only selling one raincoat...to an undertaker for personal use. Despite selling one coat only, he borrowed \$500 and mailed 10,000 to undertakers around the country.

For a time, the Jonathan Logan company designed the Misty Harbor raincoats. These can be spotted by the collar tag that reads “Wear in Good Health.”