

IN-STORE

John Varvatos looks to London to expand bespoke awareness

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John Varvatos made-to-measure

By STAFF REPORTS

U.S. menswear label John Varvatos is expanding its made-to-measure tailoring program to its London flagship after a test run in New York.

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From Feb. 19 through March 1, John Varvatos is inviting London consumers to visit the recently opened storefront to experience a bespoke suit fitting with the brand. Hosting an event that promotes a bespoke service can help a brand introduce a new concept to its established consumers while driving interest in those still unfamiliar.

"I be on my suit & tie..."

The made-to-measure event is two-fold since the London store has only been opened since August and is the first European boutique currently operated by the brand. An event of this kind will drive foot traffic to the location and to John Varvatos' offerings.

John Varvatos' boutique is the largest one yet for the brand, with its three floors totaling more than 10,000 square feet. This joins the label's 16 stores in North America and its Bangkok boutique ([see story](#)).

During the bespoke event, John Varvatos will share its modern take on classic tailoring

styles with consumers. For those interested in purchasing, John Varvatos is adding an incentive to buy by waving additional bespoke costs during the event.



Evite for John Varvatos' made-to-measure event in London

This add-on is likely to be appreciated by consumers and may spur loyalty to the brand. To formally introduce its bespoke concept, John Varvatos held an event in its New York boutiques.

During the by-appointment event last May, male consumers had the opportunity to meet one-on-one with two of John Varvatos' Italian tailors. Only in New York for the event series, the tailors assisted the consumers in designing bespoke menswear ([see story](#)).

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