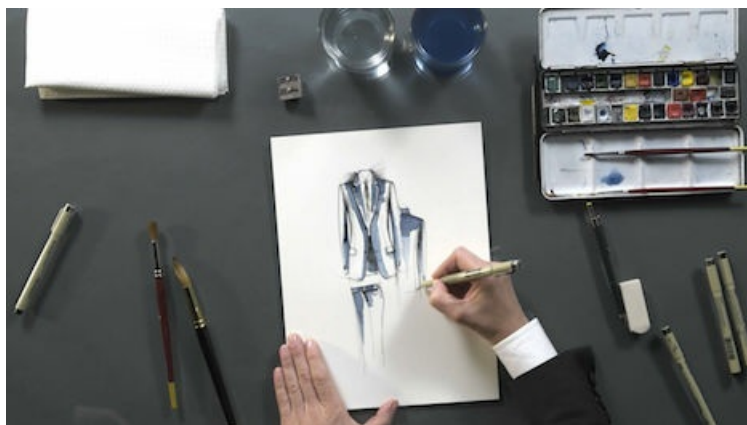


APPAREL AND ACCESSORIES

Brioni illustrates bespoke prowess in traveling tailor tour

February 23, 2017



Brioni bespoke illustration

By STAFF REPORTS

Kering-owned menswear label Brioni is inviting its discerning clientele to meet the tailor behind its made-to-measure orders.

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Brioni is currently in a transitional period after creative director Justin O'Shea, hired to transform the brand into a category leader, stepped down after only six months. Mr. O'Shea's vision for Brioni was much edgier than its previous aesthetic, with his first collection including fur coats, sharp suiting, leather goods and shoes ([see story](#)).

On the road

While Mr. O'Shea's approach may not have sat well with brand purists, showing off the skill of the label's chief master tailor is likely to regain trust from longtime consumers who prefer traditional, classic men's suiting.

Brioni's chief master tailor is currently on tour visiting the brand's flagship stores around the world. The tour kicked off with a stop in New York Jan. 26-29, where the chief master tailor visited Brioni's new flagship on Madison Avenue ([see story](#)).

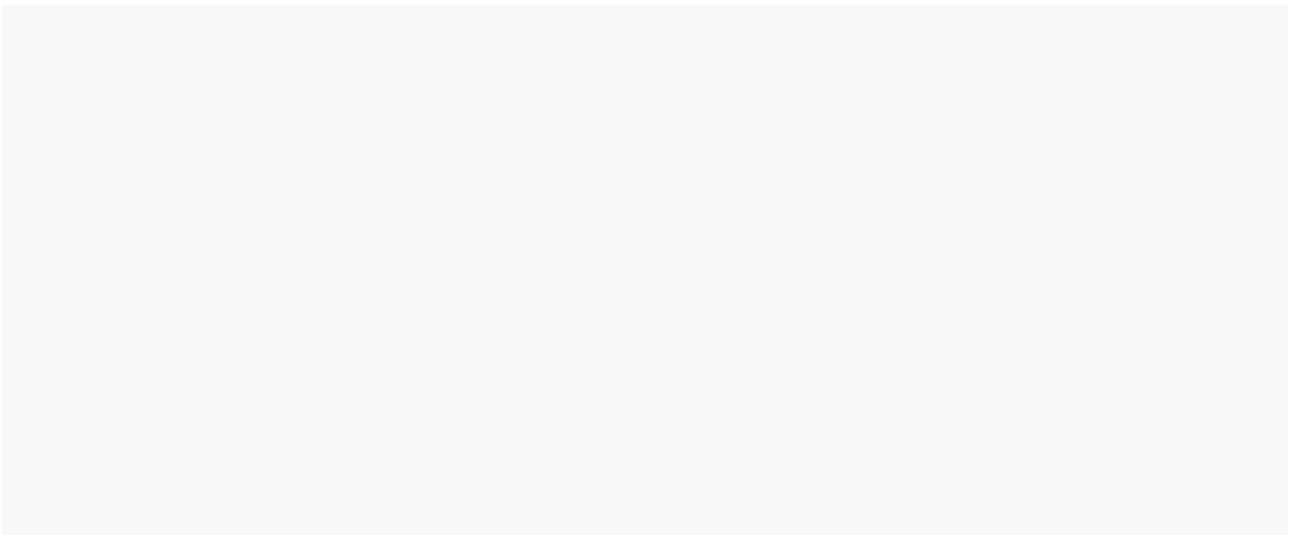


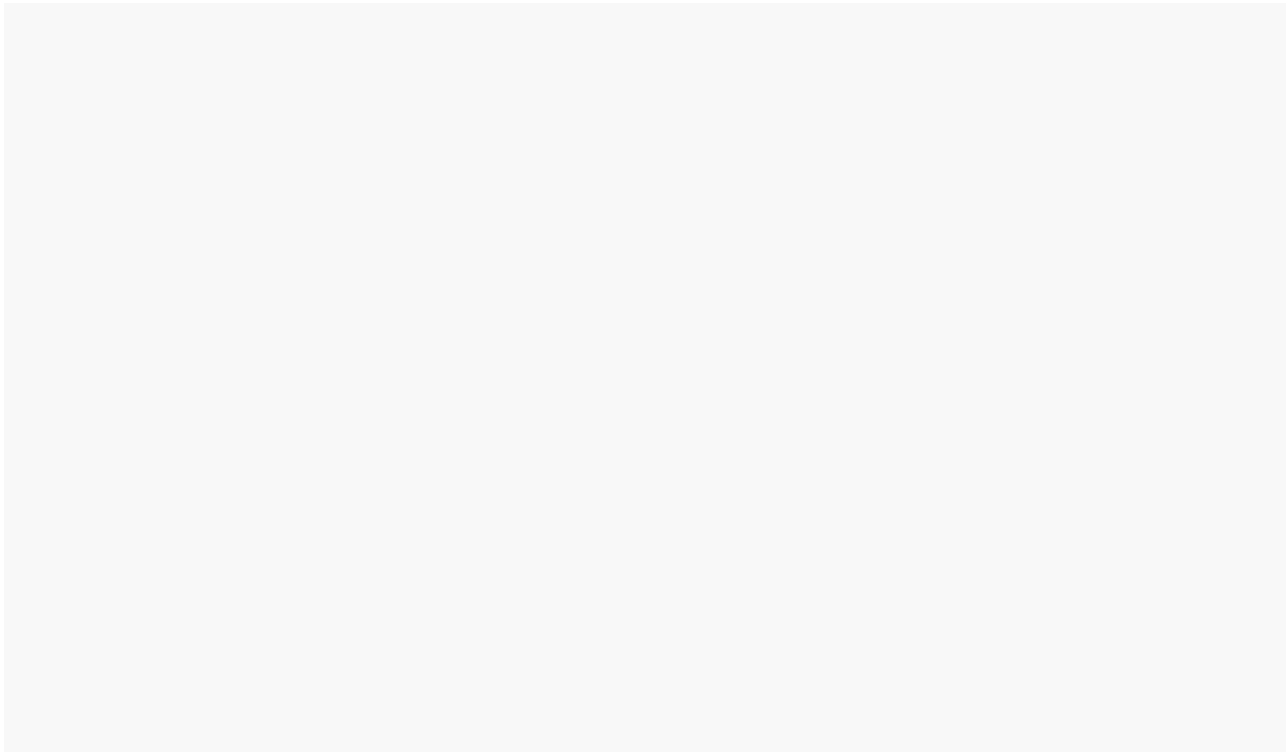
Brioni bespoke sketch

Throughout the month of February, the tailor stopped in Las Vegas, Los Angeles, Tokyo Ginza and Beijing with upcoming appearances in Shanghai. In March, Brioni's tailor will be in Hong Kong, Rome, Paris, London and Munich before spending April in Milan, Zurich, Palm Beach, FL and Bal Harbour, FL.

Available for private bespoke appointments upon request, the chief master tailor of Brioni will show his talent for menswear by working with clients on made-to-measure orders. Each client's bespoke desires will be illustrated in a hand-drawn illustration.

In a series of Instagram films, Brioni has shared video clips of its chief master tailor illustrating bespoke designs in ink and watercolor.





Hong Kong, March 1st to 4th - The #Brioni Chief Master Tailor will be exclusively available for Private Bespoke Appointments upon request - Book your appointment at: herman.kwok@hk.brioni.com - Full schedule available at brioni.com

A post shared by Brioni (@brioni_official) on Feb 23, 2017 at 5:31am PST

Similarly, British footwear maker John Lobb dedicates two weeks each year to its By Request Fair. During these two weeks, John Lobb travels to its network of boutiques around the world to handcraft footwear for its consumers.

As a bespoke cobbler, demonstrations of quality and artisanship can help justify a price point among consumers ([see story](#)).

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