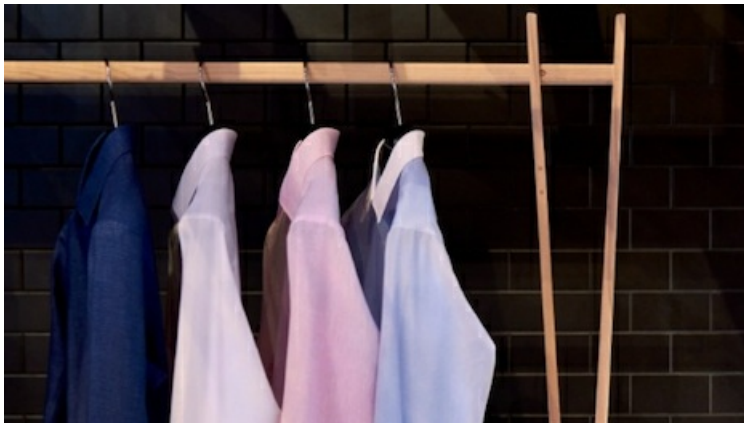


APPAREL AND ACCESSORIES

Turnbull & Asser appeals to office-goers with made to measure promotion

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Turnbull & Asser is offering discounts on its made to measure online orders. Image credit: Turnbull & Asser

By LUXURY DAILY NEWS SERVICE

British shirtmaker Turnbull & Asser is running a special promotion to encourage clients to invest in its made to measure online service as workers return to the office.

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The promotion comes as brands that specialize in workwear face additional challenges as the coronavirus pandemic forced many workers to stay home rather than spend time in the office. As restrictions lift, Turnbull & Asser is hoping to appeal to workers by incentivizing them to refresh their wardrobes.

Workwear promotions

Turnbull & Asser is now offering 50 pounds off each shirt Made to Measure shirt purchased online. Customers in the United States receive \$75 off each shirt.

Made to measure shirts are made using a standard-sized shirt block, which can be altered based on each customer's taste and specifications. It takes Turnbull & Asser up to 28 business days to manufacture made to measure shirts.



Turnbull & Asser made to measure shirts are available in thousands of combinations. Image credit: Turnbull & Asser

Turnbull & Asser offers a wide variety of fabrics for its made to measure shirts. Customers have the ability to select different body fits, sleeve lengths, collar and cuff styles, plackets and pockets, resulting in thousands of possible combinations.

Prices for the customized shirts start at \$400.

The shirtmaker may be competing for a smaller market share, as work-from-home policies may become more commonplace.

Once employees can return to their offices, 84 percent of respondents indicated that they would still like to work remotely at least occasionally, up 3 percent from June, according to an ongoing IBM Institute for Business Value (IBV) survey of U.S. consumers ([see story](#)).

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