

Q&A

## Savile Row Society empowers busy male professionals with fashion guidance

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By JOE MCCARTHY

Savile Row Society is targeting affluent men too busy to scour the latest fashion trends or looking for a cohesive wardrobe with a made-to-measure service and digital platform.

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The platform, which launched December 2013, provides clients with personal stylists after initial consultations and strikes partnerships with brands to add to its own bespoke line. Tiered pricing and a variety of entry points makes SRS potentially attractive to many affluent demographics.

"SRS is about relationships – with both our clients and our brands," said Lisa Dolan, founder of [Savile Row Society](#), New York.

"We understand that small brands need a brand voice in today's retail environment," she said. "We also understand that our customers want to develop a unique personal brand, and in order to do so we are an inventory-less personal styling business.

"The SRS platform is a transparent one."



Savile Row Society was founded by Ms. Dolan. In this Q&A, Ms. Dolan discusses how she arrived in the fashion industry and her aspirations for Savile Row Society. Here is the dialogue:

Can you explain Savile Row Society in a few sentences?

Savile Row Society is a men's personal shopping business on a digital platform. Its mission is to achieve an efficient, interactive, educative online shopping experience for men.

What inspired you to start SRS?

The backbone of the business was stirring in me for a while. My mother is a founder of two bond management firms. She instilled in me the need to dress the part and to hold yourself to a higher standard in a male dominated field.

My sister and mother would go shopping together. However, unlike my sister, I hate shopping. I have always consumed "like a man." I consider shopping to be a waste of time.

When I graduated college, I was working long hours, and had no time or desire to go store to store. I was working for an investment bank, covering loan deals on consumer and retail companies. After one too many loan deals, I recognized that big box retailers aren't doing the best job to service a client like myself who finds both scrolling through product images online and going store to store a waste of time.

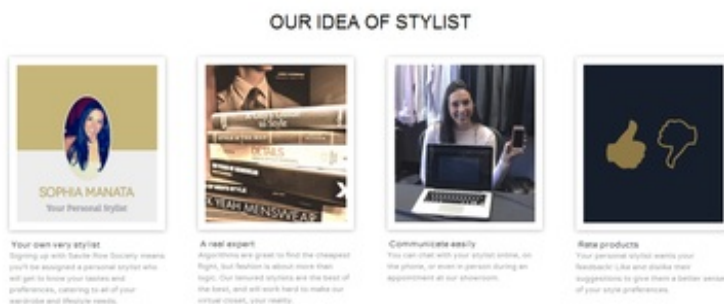
I wanted to create an inventory-less personal styling omni-channel business, which would be an impartial, efficient, educational platform to dress men from head to toe. SRS was born.

## *The Women Behind the Mens Club*

How is SRS earning the trust of both affluent male consumers and the luxury brands that it wants to partner with?

SRS is about relationships – with both our clients and our brands.

We understand that small brands need a brand voice in today's retail environment. We also understand that our customers want to develop a unique personal brand, and in order to do so we are an inventory-less personal styling business.



## *Personal stylist at Savile Row Society*

We are not pushing 'the special of the day' on our clients, and secondly, we do not discount and only show in-season products.

The SRS platform is a transparent one. We believe our clients should have access to the best, most unique products, and receive the most efficient and genuinely personalized service.

Why did SRS elect to follow the made-to-measure route?

Savile Row Society is about delivering a personal and efficient shopping experience, and so offering made-to-measure is key.

What are some of the challenges SRS has faced thus far?

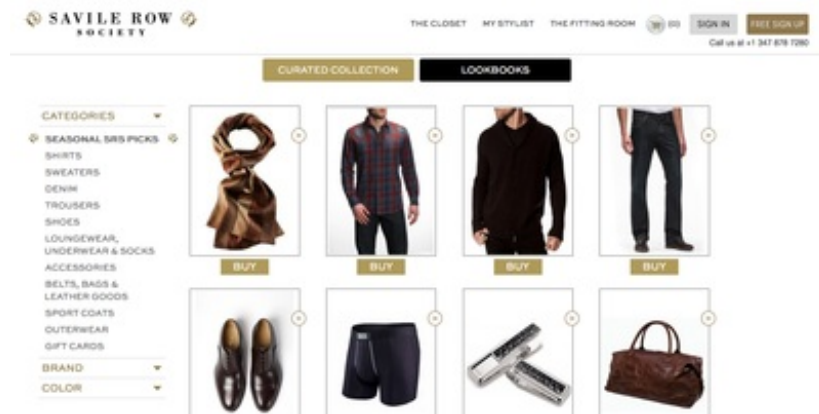
Made-to-measure always has its challenges. We have not had a single return yet, thanks to our seasoned measurer, who had a lifetime in the business.

What is the atmosphere like at the new showroom?

The atmosphere is an old-school man's club. We want to transform the shopping experience for men to be an extremely enjoyable experience.

What are some unexpected facets of SRS that a prospective client wouldn't perceive at first glance?

Each member has a "closet" curated by the SRS team and a go-to stylist that tailors his wardrobe to his personal tastes. Tenured stylists, brought on from high-end and boutique retailers, will search through "The Closet," which features our virtual inventory, as well as the client's personalized "My Closet."



### *Savile Row's My Closet*

In addition to a carefully measured closet, Savile Row Society offers made-to-measure suiting and private label shirting.

Savile Row Society is exposing the best of the best, bringing businesses together to create the ultimate lifestyle service for men that demand efficiency and quality products.

Where do you see SRS in a year from now?

I hope SRS to be making more men's lives more stylish. My objective is to dress a man from head to toe in quality products that he can take pride in wearing. After all, you are what you wear.

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