

IN-STORE

Harrods brings together menswear brands for made-to-measure event

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By SARAH JONES

British department store Harrods is hosting a made-to-measure event this weekend that brings together tailors from 13 menswear labels.

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Consumers can schedule a one-on-one appointment with one of the tailors from brands including Tom Ford, Ermenegildo Zegna, Gucci, Brioni and Canali. Harrods as a retailer has the opportunity to offer a range of brands, making this event stand out in the made-to-measure landscape.

"The strategy behind a one-weekend, well-timed event is well known to all: to drive traffic and sales to the store such as a trunk show at a Richards, Mitchell's, Saks or Bergdorf," said Jon Cline, stylist at **Savile Row Society**, New York. "But the unusual aspect of this event is that so many brands are involved.

"This will bring an unexpected impact that will invite customers and sales," he said.

"They will be excited to choose from the most up-to-date wardrobe in the highest qualities available.

"Harrods is targeting an upscale most discerning and now younger clientele now interested in and demanding the new slimmer perfect fit. The added bonus is that they

will have fun and get much satisfaction from custom details and fancy linings that they will pick to show their uniqueness as an individual.

"The result is that they will feel most special."

Mr. Cline is not affiliated with Harrods but agreed to comment as an industry expert.

Harrods was unable to comment before press deadline.

Customizable options

Harrods' made-to-measure event will run from on the weekend of March 21-23. The retailer publicized the event on social media to draw consumer interest so they could plan ahead for appointments.



Tweets from Harrods

This event focuses on the spring/summer suiting pieces from the menswear brands, which also include Billionaire, Canali, Corneliani, Isaia, Richard James, Kiton, Stefano Ricci and Mr. Start.

To introduce the tailoring event, Harrods created a page on its Harrods Hub microsite that details all of the labels and allows consumers to book an appointment. Each brand has a page which explains the history of the house and the look the label created for spring, so consumers can decide which brand best fits their personal style.

Several of the brands, including Brioni, Canali and Gucci, will have special fabrics available only at Harrods.



Gucci made-to-measure image

Furthering the customer service aspect of the event, Tom Ford is cutting delivery times from eight to six weeks for continuative fabrics.

There are also gifts with purchase, such as a free pocket square from Corneliani with an appointment and a complimentary made-to-measure shirt from Zegna with a made-to-measure order.

Demonstrating the craftsmanship behind its footwear, Kiton will have an artisan conduct a made-to-measure shoe exhibition.

Over the weekend Zegna will also host a made-to-measure event in Harrods' footwear salon.

Harrods recently added Boglioli to its ready-to-wear lines, and the Italian brand will also offer made-to-measure services during the event.

Included on the microsite for the event is a style guide created by Harrods' menswear fashion director. It explains trends in menswear and which brands are embracing them. For instance, Gucci and Tom Ford have incorporated prints into their spring collections.



Image from Harrods made-to-measure guide

Tailor made

Made-to-measure is a way for luxury brands to interact with their consumers and give them specialized customer service. Because of this a lot of brands put special focus on their custom tailoring services.

For instance, Italian fashion brand Valentino opened a new Paris flagship store dedicated entirely to menswear to create a shopping destination for sartorially-inclined men.

The new flagship is the first to feature the Valentino Uomo store concept, which is less decorated than the brand's other stores that carry a mix of lines, taking inspiration from swimming pools. By creating a space specifically for men, Valentino was able to create a space filled with décor and a layout suited to its menswear.

In the main area on the first floor is a bespoke service, where consumers can get any garment made-to-measure, including suits, jeans and coats ([see story](#)).

Also, leather goods maker Salvatore Ferragamo expanded its customized product range with the relaunch of Su Misura Made-To-Measure to include tailored men's shirts.

The Italian brand, known for its footwear and large and small leather goods, offers custom suiting, jackets, pants and now dress shirts for men at select flagship stores and through at-home appointments. Ferragamo pushed the addition to its made-to-measure service at its New York flagship store – the only U.S. location where custom shirts are offered – with in-store activities to draw attention to the program ([see story](#)).

Harrods will likely see a very positive response from this event, since it will help consumers feel attended.

"For the luxury audience, they already know which brands they like and will be pleased to be served by factory representation giving expert advice with their sales advisor on customizing the brand they enjoy in a made-to-measure environment," Mr. Cline said. "That gives them the flexibility to pick fabrics and fits that are not available off the rack. "The store will thus rack up additional sales."

Final Take

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