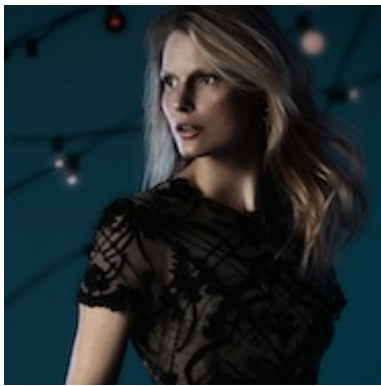


INTERNET

Tinker Tailor offers fashion brands a scalable customization platform

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Tinker Tailor editorial image featuring a Marchesa dress

By SARAH JONES

Ecommerce Web site Tinker Tailor is connecting luxury fashion labels with consumers through its customization platform.



Tinker Tailor claims to be the first of its kind to offer personalization for more than 80 high-end brands. For brands wanting to offer customization but lacking a platform for it, Tinker Tailor offers a solution.

"In recent years, I began hearing from women more and more often that they craved the ability to customize luxury pieces," said Aslaug Magnusdottir, cofounder/CEO of **Tinker Tailor**, New York. "Some of them expressed this out of a desire to never show up at an event wearing the same dress someone else might be wearing. Others had a size-specific requirement – for example, that they are not tall and that the hems on designer dresses always seem to fall too low.

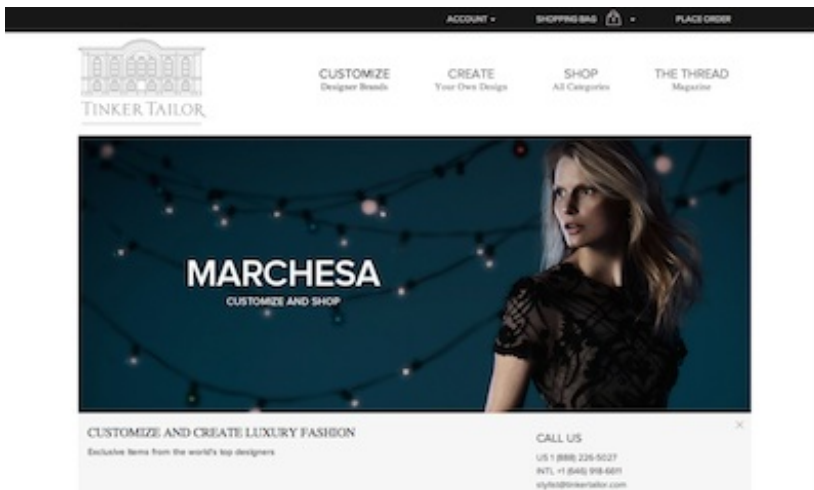
"At the same time, I was hearing from designers that they were becoming increasingly interested in making available customized offerings, but that they didn't have a platform to offer such items in a scalable way," she said.

"Tinker Tailor solves this problem. We invite women to order exclusive personalized items from designers they know and love, and the designers do not need to build out a new program or platform to make these items available. With no sampling requirements, designers can offer items exclusively to us they might otherwise never make available."

Consumer as designer

Tinker Tailor launched May 14, with launch partners Vivienne Westwood, Rodarte, Marchesa, Preen and Alberta Ferretti. Ms. Magnusdottir was the cofounder and former CEO of Moda Operandi, a digital trunk show platform.

The Web site provides options of how to shop, giving consumers the opportunity to customize a designer item, create their own look or shop across categories.

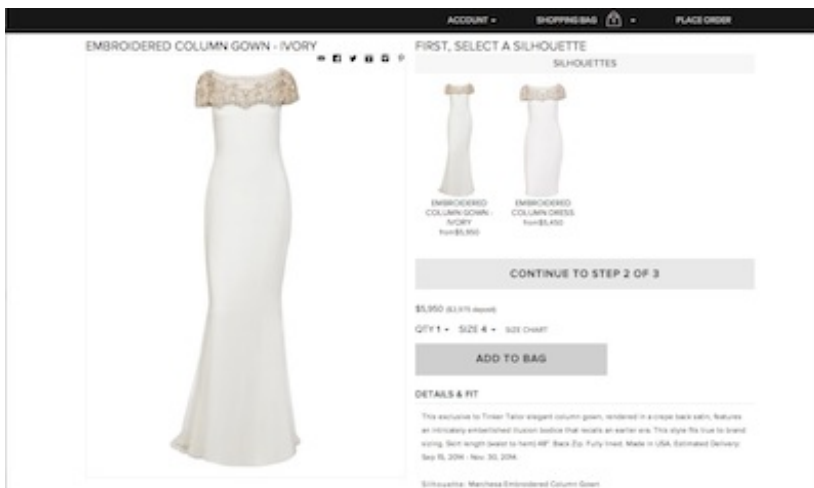


Tinker Tailor homepage

Designer brands create custom garments for the site that have built-in options, such as different fabrics or embellishments. At the time of launch, Marchesa was offering both bridal and eveningwear dresses.

Once a garment is selected, the consumer then follows three steps to customize the piece to her specifications.

First, the consumer chooses her silhouette. For instance, a cap-sleeve beaded dress comes in either a floor length or shorter version.



Marchesa dress customizable on Tinker Tailor

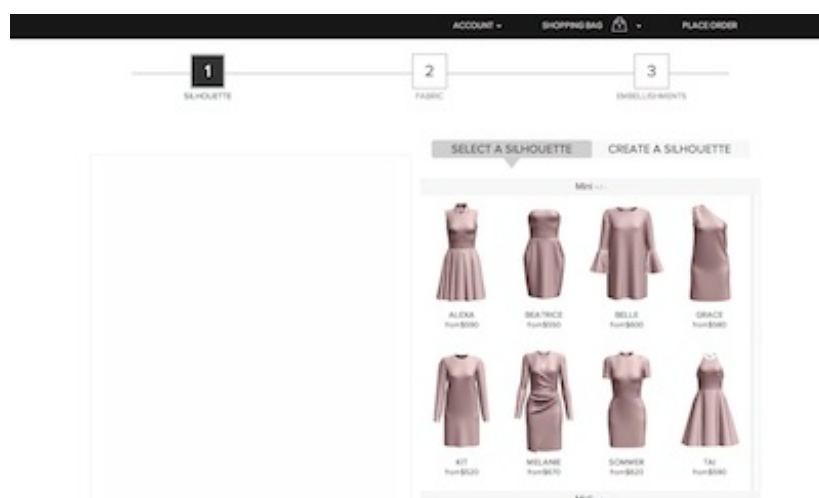
Next comes color selection. Once an option is chosen, the pictured dress changes to reflect the customized garment.

Finally is the embellishments and finishings step.

When the consumer is happy with the item the way it is, she can click a button to add it to her bag. A “finish” button after the third step takes consumers to the product page for their specific design.

Once merchandise is ordered, it is then produced by the brand. Tinker Tailor ships the items to the consumer in personalized packaging, adding to the feeling of an individualized item.

Tinker Tailor also allows consumers to personalize their own garments from its in-house designs.



Tinker Tailor custom dress selection

"The Tinker Tailor customer is a woman who loves fashion and cares about craftsmanship and quality," Ms. Magnusdottir said. "She likes expressing her personality through her decisions about what to wear and therefore loves the ability to participate in the creative process."

In addition to its ecommerce site, Tinker Tailor will soon have a mobile application for iPhone and iPad.

Personal approach

A number of brands have offered customization for an iconic item to make consumers feel special.

French handbag label Longchamp is commemorating the twentieth anniversary of its iconic Le Pliage handbag by opening up its bag customization options.

Consumers can pick out the color for each of the parts of the bag and add their initials in a number of different finishes. Giving consumers the opportunity to make a one-of-a-kind bag can instill loyalty ([see story](#)).

Also, U.S. footwear label Stuart Weitzman offered consumers the option to customize their

own version of the pump sandal often seen on celebrities at red carpet events timed to synchronize with awards season buzz.

From Feb. 12 to March 12, consumers could create their own version of the brand's "Nudist" pump, choosing their own colors and heel height. This interactive shopping experience was able to engage both consumers and aspirational fans of the brand, who likely played with the design program on Stuart Weitzman's Web site ([see story](#)).

Stuart Weitzman has since held two more SW x You customization offers, with its suede espadrille and suede wedge styles.

This new platform uses ecommerce to bring back the couture consultation process.

"In recent years, designers have seen an increased demand from personal clients to be able to customize and personalize pieces," Ms. Magnusdottir said. "Customers have been asking for an experience reminiscent of old-world couture, where there was more of a collaboration between the designer and the customer.

"To date, designers have not had a platform to offer personalization in a scalable way," she said. "Tinker Tailor solves this problem. Designers for the first time have a platform to showcase personalized versions of their creations without having to sample every version.

"Moreover, Tinker Tailor helps designers anticipate demand. Since customers can help shape the items they are buying —the color, the fabric, the embellishments and finishings, et cetera — designers are able to witness first hand which of their items resonate best with buyers."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/JsX9wzFh3No](https://www.youtube.com/embed/JsX9wzFh3No)

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