

THE

Greg Chapman

The Smart Approach To Clothing...
Executive Tailored Clothes, since 1968. SM

REPORT

147 South Robertson Blvd. Beverly Hills, CA 90211 / 310-657-8487 / www.gregchapman.com



BEVERLY HILLS BEST KEPT SECRET

From behind the doors at 147 S. Robertson Blvd. for over 25 years, an entirely different (and very logical) approach to clothing has been enjoyed by many successful people across America. **Once you have had clothes made by us, with our unique personalized pattern technique, you can get custom made clothes that will fit you and your style perfectly, delivered to you anywhere in the world within weeks. While you may go up and down in weight, your basic posture, shoulder slope and other elements of a good fit are reflected in your pattern, which can be adjusted. Even years later you can just pick up the phone and order new clothes with confidence.** Custom Tailoring the Greg Chapman way... you should never go back to off-the-rack ready-made clothes again! Please, make an appointment to stop by our Beverly Hills



location to see swatches from thousands of the worlds finest fabrics; Zegna, Dormeuil, Lora Piana, Holland & Sherry and many more. Perfect fitting mens and womens custom clothes, each time you order. Tuxedos, suits, slacks, jeans, shirts, dresses, sports jackets, leather and suede jackets & pants, accessories, and more... they are just a phone call away! Ask about our convenient Wardrobe Plan Program. This plan is designed to save you time and money, while you are enjoying new clothing added to your wardrobe two, three or four times per year. **Let us show you our appreciation, please join us for our exclusive Open House, the first Tuesday evening of each month from 5pm-9pm, RSVP. Give us a call, come by and see us, or visit us on the web @ gregchapman.com!**

REDRESSING OUR AMERICAN IMAGE

BY GREG CHAPMAN:

In my 33 year career as a merchant tailor and professional speaker, dressing and addressing people regarding their respective images, I know beyond a doubt that people and organizations who project an image of success tend to be more effective, and achieve greater results than others!

I dress many individuals who have an extra keen sense of image, for themselves and their companies; their results are nothing short of amazing! While I'm not so naive as to think that nice clothes are the cure for the world's problems, our appearance should project a more professional attitude about how we do business! The great pride in our productivity and state of the art technology which has made many Americans, and in turn America, wealthy and powerful, should be reflected in the appearance we project.

The way we present ourselves to the world sets the tone for the way we act, feel and ultimately for how others perceive, receive and respond to us. To a degree, presentation plays a part in what ultimately becomes of us as individuals, and it would follow, collectively as a country. Research shows that productivity is down and sexual harassment problems actually proliferate in offices where casual dressing has been adopted! Does a relaxed image lead to relaxed behavior? If it does, can we afford to relax right now, or would it serve us better to adopt a more serious attitude about our appearance, and remind ourselves by dressing accordingly?

DRESSING UP NEVADA, WITH THE HELP OF A FRIEND

After 35 years in the gym, and an equal time aging, you might say I'm a tailor's nightmare. Very few clothiers, nor tailors, fully understand the distinction between custom tailoring and the made-to-measure tailoring technique... Greg does, and that is why his clothes fit perfectly.



Greg w/ Senator Randolph Townsend

When not fulfilling my duties as a State Senator, I serve as general manager of Lexus of Reno. Lexus has always recognized value while understanding image and prestige. I've often wondered why people are willing to spend up to \$150,000 on a car which many of their friends and associates never see, yet they will compromise on clothing, particularly a suit which goes everywhere they go and is seen by all.

When my friend and tailor of 20 years called to say he was visiting Reno a few years ago, I told him to bring his samples, as there was an entire state which needed his services! As his clientele grew, we invited Greg to occupy a corner of our Lexus showroom to display his clothing. With the kindness of Lexus of Reno owner, Tom Dolan, and my tremendous enthusiasm for Greg's clothes, many of Nevada's "movers and shakers" are now beneficiaries of Greg's talents; they are receiving value, image, prestige and convenience in the process.

Senator Randolph Townsend

HAUTE COUTURE AT GREG CHAPMANS



We have some beautiful Italian albums showing sketch & swatch collections from the foremost fashion designers in Europe. Featuring the most beautiful ladies fabrics from the finest mills worldwide. Taking the guess work out of visualizing custom clothes, allowing you to enjoy better results & superior value without the risk of disappointment.

In addition to our haute couture collections from Europe, we work with designers like Julie Williams, a graduate of the London College of Fashion, (she was featured in a recent biographical article in *Cosmopolitan*). Julie can sketch a design from scratch creating a great gown, dress, suit or any piece of clothing you desire. When Julie is not working on location, in our entertainment department as a stylist for movies, television and entertainment events, you can make an appointment to see her personally, at your place or ours.



GREG SPEAKS ON THE ELEMENTS OF DRESSING WELL

Being well dressed is truly elusive!
It requires attention to six areas simultaneously:

THE FIT: Greg teaches the little known elements of a good fit, so an individual is aware of his or her particular fit problems. There is a smooth look of sophistication that only comes with having one's clothing made to his or her individual posture and distribution of measurements. Few people understand how their clothes should fit!

COLOR: Wearing the proper color tones to match your skin, hair and eye colors makes you look your best. You will just "light up" with a healthy glow!

STYLE: Capturing the "essence" of an individual's personal style requires selecting a cut and style that is consistent with one's profession, age, body type, background, etc... Retail stores generally just want to sell merchandise, we dress you!

FABRICS: Knowing which patterns, colors, weights and finishes that lend themselves to your "look", environment and the demands of your lifestyle.

ACCESSORIES: Your "good taste" is projected in how perfectly your shirts, ties and other accessories compliment a suit or sport jacket and slacks. Learn the secrets of how to project a great image, casual or dressy!

ON-GOING ATTENTION: Clothing is too often approached as an "event", added when needed, and ignored until the need for replacement comes up! Dressing well is an on-going process that should be kept up regularly.

Call Greg to schedule a seminar or speaking engagement...

DRESS UP YOUR CASUAL LOOK AT GREG CHAPMANS



Dress Shirts
100's of fabrics & colors.
From \$125



Sport Shirts
All colors.
Lambswool from \$295.
Cotton \$125



Jeans & Slacks
Fine denim & silkdemin
Jeans, & Custom
Cotton
Slacks.
From \$125



Blouson Jacket
Sport jacketing fabrics
tweeds, lambswool, cashmere.
From \$850

A SMARTER APPROACH TO CLOTHING

When buying clothing the logical approach is custom tailoring, once someone does the research. Both men and women invest thousands of dollars in their clothing, with less knowledge of what their money is buying than in any other investment they make.

Moving pre-made merchandise through a costly distribution system to the point of sale, costs up to 90% of the final price of an article of clothing. Think about it... 90%! Manufacturers are selling to wholesalers, who are selling to retailers, who triple the price to the consumer! A \$1000 suit costs little more than a \$100 to manufacturer; fabric and labor costs! Clothes have to be made cheaply, usually fused, to allow for 200-300% mark-ups by the retailer alone... value is compromised! **Buying off-the-rack puts the burden on the customer** (whose time is often worth more than the cost of the merchandise), requiring trips across town, parking, trying on clothes, and returning for more fittings... and the pre-made fit is mediocre for most people! We've been living in a mass production society for so long most people haven't been exposed to true custom tailoring, or if they have it's often been a short cut "made-to-measure" suit, mistaken for custom-made tailoring.

The bonus with true custom clothing is that repeat orders can be placed in seconds over the phone, sent directly to you upon completion, a perfect fit each time over and over again... (alterations for weight changes are easily incorporated).

CASINO'S GAMBLE & WIN WITH GREG CHAPMAN

One day, while waiting to see the CEO of a major casino in Las Vegas, I was reading an article in a trade magazine, *Casino Journal*, about how important the "whales" are to the casino's business. It occurred to me that my company and services could be instrumental in helping the casino's to strengthen the loyalty of these VIP clients. Whales are the million dollar players over whom all the casinos are vying.

We had recently completed an order for over 800 suits for a single client of ours who happens to be a \$50,000 per hand blackjack player, famous for winning and losing a million or more dollars at a time. I knew that we could "connect" with these players, offering them an "experience" that would surpass anything they've ever before had, in terms of their clothing. I wrote a proposal, and within a week we had our first casino contract. We've worked with several of the properties since, not once stopping with just one "event" for any given property. Every casino that has worked with us, has asked us back for repeat events!

Herein you will find a few small samples of the wide variety of clothing that we are offering, we go way beyond men's custom suits. (Fur coats, beautiful leather jackets, gorgeous haute couture ladies clothing, mens casual clothing, slacks, accessories, formalwear for men and women, gowns, and much, much more!



THE CONSENSUS IS IN... SUITS ARE BACK!

NOT A MOMENT TO SOON! LET GREG CHAPMAN'S REBUILD YOUR WARDROBE WITHOUT THE THREE LEVEL OFF-THE-RACK DISTRIBUTION COSTS... YOU'LL RECEIVE MORE VALUE, BETTER FIT, LESS EFFORT!



TAKE TIME TO READ THESE CLIPS, AND CONSIDER THE EXTRAORDINARY VALUE AT GREG CHAPMAN'S!

"Casual Friday is over!" Robb Report: **"The world is back to dressing..."** Forbes: **"America is dressing again."** Fortune:

"Now society at large is returning to the comforting folds and buttoned-up polish of classic, conservative suits." **"The White House dress code requires coats and ties."** Robb Report: Even major newspapers are preaching the gospel of suits: **"With the bursting of the dot-com bubble... suits, cash, and blue chips are coming back in style. Business casual, stock options, and start-ups are yesterday's fad,"** observed Andres Martinez in a New York Times editorial early this year.

Brioni's brand of luxury menswear makes ready-made suits that retail at \$3,500 to \$5,500 and custom-made suits from **\$12,000 to \$15,000.** Italian suit manufacturers d'Avenza and Attolini market **\$20,000-plus** suits. Kiton's new custom-made K suits will fetch as much as **\$40,000.**

"Suddenly everyone wants suits," says Martin Greenfield. **"Suits are back in style! To the international elite, wearing suits will always be important,"** says Vincenzo Brandonisio, Belvest. **"It gives us power. The elite never stopped wearing suits, even when everyone was moving to casual sportswear, they knew exactly what to buy and what to wear."** Robb Report:

Why pay \$2,000-plus for a ready-made off-the-rack Italian label, Pal Zileri, Isaia, or Canali!

"There is a resurgence of real custom-tailored looks, utilizing fabrics similar to many of the classic woolens that were prominent in the 1950's," explains Roger Cohen, President of Corneliani, whose wool suits come with power pinstripes in lavender and pink tones. **"No one thinks the future is bright for the \$350 off-the-rack pinstriped suit."** **"Even Gap realizes that its customers don't want to look like the average, anonymous Joes anymore."** Forbes: **Women feel that men are more appealing in custom-made suits.**

While sales of low-to-moderate priced ready-made suits have plummeted over the past decade, **suits that are custom-made, have actually shown double-digit sales increases.** Fortunately, unlike the rest of the men's and women's clothing world, in the luxury clothes market, **the custom-made suit still reigns supreme, it always has, and it always will!** Robb Report:

Greg Chapman offers more than deluxe fabrics and hand tailoring to keep the conscientious dresser happy. A personal touch, unique individual pattern technique, and convenience separates Greg Chapman's clothes from the rest!

READY-MADE CLOTHES, IS IT WISE TO PAY THE RETAIL PRICE... WITHOUT THE FIT?



Davide Cenci's
Cashmere blazer: \$3,900.00
Cashmere turtleneck: \$435.00
Cotton trousers: \$265.00

Ermenegildo Zegna
Cashmere Jacket: \$2,995.00
Wool V-neck vest: \$350.00
Cotton shirt: \$275.00

Kiton's Cashmere suit: \$5,000.00
Sterling silver cuff links: \$375.00
Cotton shirt: \$495.00

Sartorio by Attolini's/Robert Talbott's
Cashmere sport coat: \$1,750.00
silk/cotton necktie: \$95.00
Cotton shirt: \$225.00

Oxford/Robert Talbott's
Wool suit: \$3,000.00
Cashmere shirt: \$2,800.00
Cashmere/mink necktie: \$225.00

*** The clothes pictured directly above are from various ads, they represent the prices that people are willing to pay for clothes that often look better on the hanger than on the buyer. Even after many alterations and time spent shopping these clothes will not fit the same as custom-made clothes. "These prices and products do not reflect Greg Chapman's prices or products".

FIRST TUESDAY OPEN HOUSE

Just a few Testimonials:



Open House, the first Tuesday evening of each month, between 5pm-9pm, join us for wine, appetizers and fashion tips. Bring a friend, look at our latest designs and incredible array of fabrics, over 50,000 of the worlds finest. Please RSVP at 310-657-8487

Novel Ideas For Your Wardrobe:



Sports Shirts: A collection of hundreds of sports shirt fabrics, made up in a variety of casual styles, featuring "loop" collars, full cut styling, etc... You Must see these beautiful sport shirtings.

Dress Shirts: Made by our local tailor, usually within 7-14 days. From only \$125.00.



Beautiful Italian Pure Cotton Slacks, in 50 fabulous colors! These cottons are for the connoisseur, (sp... \$460.00)

Slacks: Dress or casual. Made by our local tailor, usually within 7-14 days. Casual slacks from \$125.00 - Dress slacks from \$250.00.

Pin Cord Cotton Jackets, for 20 years a favorite with our clients. Casual sports jacket style (usually single breasted), worn over jeans or dressed up with slacks, avail. in 15 colors.



A Photo Swatch Collection of styles and fabrics by Ermenegildo Zegna, the Antepima Aug. 2001 collection! Also for the Ladies, wonderful Collections showing beautiful renderings and swatches, taking the guesswork out of it!

Alterations/Recuts/Restyling: done by our in-house tailor, call for appt. 310-657-8487

"For 24 years I have been getting perfect results with very little effort - 15 years from Washington D.C. on the Wardrobe Plan, it's a sensible solution to a busy man's wardrobe needs." (Chuck Manatt, U.S. Ambassador)

"You have a good product and good service." (Phil Satre, CEO Harrah's)

"Appearance is very important! Getting my choice of fabrics and style in clothes that fit me properly, just makes good sense."

(Merlin Olsen, Sports and TV Celebrity)

"Greg is a master tailor in the classical sense of style, fit and elegance. He has been dressing me beautifully for years."

(Brain Tracy, Internationally acclaimed Author & Speaker)

"I consider Greg Chapman's tailor-made clothes the best there are! My closet is full of his artistry, and when you see me on TV I'm usually wearing a Greg Chapman jacket or suit - you can count on it." (Pat Boone, 25 yr. client)

"It's simply impossible to look successful in ill fitting clothes! A well tailored suit from Greg Chapman is comparably priced to those in a better men's store, but is carefully designed to fit in all ways, and the quality really shows! Once you wear a Greg Chapman suit you will never go back to the rack!"

(Frederick J. Schwab, CEO Porsche N. A.)

"Greg literally re-vamped my entire wardrobe from suits to golf clothes. I'm hooked on the fit and the convenience."

(Patty Sheehan, LPGA, Hall of Fame)



Until a few years ago, all suits were made with a "hymo-canvas" inner lining. The better quality suits, (ready-made or custom made) had more handwork than less expensive brands but all were made "properly"! As labor costs increased and it became difficult to find good tailors, technology developed a process by which 90% of suits are made today; Fusing. Virtually all suits under \$2000 are fused (hot glued), instead of hand stitched. The construction of a suit is what makes it look expensive and determines whether it will continue to look good and survive dry cleaning for 30 years, or just one year. Fusing takes only minutes, vs. hours of handwork. These major differences in manufacturing are just more compelling reasons why your money is better spent having clothing custom made. A better made, better fitting suit with more convenience and value, not to mention a much better selection of fabrics. vs. buying a designer name off-the-rack, and promoting a distribution system for profits at three levels. That much of an investment should buy the superior fit and convenience of Greg Chapman's.

Greg Chapman

Executive Tailored Clothes, since 1968. SM

You're lucky, you don't have to live with a bad fitting suit.

If you're tired of living in a wrinkled suit maybe it's time for our custom clothing. Ready-made suits (as well as semi-custom) are cut to fit a different shaped body than yours, sort of like our unfortunate friend. Your own pattern from 35 measurements, is guaranteed to prevent wrinkles, and it makes buying clothes like a walk in the park.

Call for an appointment in our shop or your office to learn of our many unique wardrobe services.



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