

The Telephone Order Business: The New Direction...

For the past five years we have grown more and more aware of how many of our clients rely on their telephones to do their clothing purchases, rather than shop in the more conventional manner. Our unusual capability of serving their needs has proved most effective.

Since 1974, forty or fifty New Orleans clients, New York anchormen, or TV newscasters, professional athletes, hotelmen, and Washington D.C. lawyers, entertainment personalities—all have called to order clothes. These phone calls add up to 20% of our business from out of state. It may seem strange, but in some ways, they are making it easier on themselves than some of our local clients.

Last September I began to send out a monthly style with attached fabric swatches to clients in and out of California. The response has been exciting with up to half

of all orders placed by the telephone.

Many of you will begin to see fabrics by Holland & Sherry, as well as those less exclusive, less expensive fabrics which have been sent so far.

At the root of our ability to make suits ordered by telephone, that will fit perfectly the majority of the time, is the fact that we make an individual pattern for each client. This allows us to produce a better fitting suit without those time-consuming fittings that most tailors can make with fittings. In general, their main reason for a fitting is that they are probably modifying a ready-made 'block' pattern rather than making a suit from scratch as we do.

Clients who call us to request specific swatch cuttings, according to their needs, are most certainly utilizing our capabilities and services to the fullest extent.

Outfits: The Key To Being Well Dressed...

If your wardrobe is a source of frustration, it's probably less organized than it should be. Maybe the following ideas will prove helpful.

Looking your best everyday begins with getting rid of the clothes that no longer become you. It is important to remember that being well-dressed is determined by how well you look, not by the number of clothes in your closet. Too often, the more clothes a man has, the more likely they are to be out of style or worn out. Remember, you've changed a great deal in the last three to five years. Do your clothes reflect the person you are today?

Let's get started:

- (1) If you haven't worn an article of clothing for a year, take it out of your closet.
- (2) Now divide the unworn clothes into three stacks. One stack is composed of clothes you can do without. Give these to your favorite charity. The second stack are clothes that are in perfect condition, but the lapels are too wide and flairs too wide. Bring them to us for restyling. The third stack can go back into your closet, perhaps in a clothes bag. See if you miss them in a year's time. If not, once again your charity will be appreciated.
- (3) Divide your wardrobe into a section for Fall/Winter clothes and the other for Spring/Summer. Now you can tell whether you need warm weather clothes or cool weather clothes.
- (4) With suits and sport outfits hanging in your designated closet areas, hang the wire shirt hanger containing the shirt and tie that best goes with each outfit. I suggest you save the plastic tie hanger hooks that come with new ties.
- (5) List and describe the shirts and ties that you now need to turn each suit into a coordinated outfit.
- (6) See the Wardrobe Checklist to stimu-

Outfits:

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late your thinking, to give you new ideas for new outfits that you can add to your wardrobe. Check off the outfits that you presently have, which should leave you with a list of clothes to be added as you make new purchases of clothes.

(7) If you would like to send or bring in your list, we can keep it in your file as a list to draw from in selecting future clothing for you.

The number of outfits in your wardrobe is a personal decision. As a minimum, one should be able to dress every day for two weeks in different clothing. It's hard to be considered well-dressed by others if they see you in the same clothing week after week. And what's more important, you feel well-dressed when you can make frequent changes.



A Word From Greg Chapman's Oldest Client...

Arthur Ben Chapman is ninety years old. At sixty-five he was put out to pasture on compulsive retirement after twenty-two years with U.S. Rubber Company. A week later he joined the Los Angeles branch of the National Safety Council. He has organized their national conventions every year for twenty-five years, coordinating 300 to 400 distributors annually in Chicago and California. He has always given himself 'the edge' in business by being well-dressed. His years and experience give him a perspective worth noting.

"When I was seventeen years old, back in 1907, I went on the road as a salesman. My territory was from Wyoming to California. I had my first custom made suit at the age of sixteen. That was in 1906. There were no ready made suits in those days. The tailor used to sew a \$5 bill in the lining of the boy's suits and build it into the cost of the suit. Parents who paid the bills could never figure out why all the youngsters insisted on the same tailor.

I remember when ready made suits first appeared. Everyone agreed that they weren't nearly as good, but they appealed strictly on the basis of price. Why, you could buy five ready made suits for what it cost to have one hand tailored. I remember the ready made suits sold for about \$15 each. My tailored suits were about \$75.

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Wardrobe Checklist...

BUSINESS SUITS:

- Navy Stripe
- Grey Flannel
- Tan Gabardine
- Brown Tweed
- Bone Linen
- Grey Stripe
- Grey Glen Plaid
- Medium Blue Stripe
- Double Breasted Stripe Grey or Blue

DRESS SUITS:

- Navy or Black Mohair
- Navy or Black Silk

CASUAL SUITS:

- Blue Denim
- Tan Cotton Khaki
- Narrow Corduroy

BLAZERS:

(In Flannel, Gabardine, Hopsack or Linen)

- Double Breasted Navy
- Single Breasted Navy
- Double Breasted Black
- Single Breasted Black
- Velvet
- Cotton Poplin

SPORTS JACKETS:

(English or Western Style)

- Tweed Hacking
- Country Herringbone
- Corduroy Wide Whale
- Corduroy Fine Whale

- Ultrasuede
- Cashmere
- Leather
- Camel Hair
- Suede
- Denim

TOPCOATS/TRENCHCOATS:

- Solid Flannel
- Camelhair or Cashmere
- Tweed or Herringbone
- Twill or Gabardine

SLACKS:

(Assorted Colors)

- Gabardine
- Flannel
- Linen
- Denim
- Twill
- Cotton Poplin
- Poly Gabardine
- Corduroy

CASUAL WEAR:

- Safari Shirt or Suit with
- Short Sleeves
- Long Sleeves

FORMAL:

- Single Breasted Tuxedo
- Double Breasted Tuxedo
- Dinner Jacket

LOUNGE:

- Terry Robe
- Velvet Smoking Jacket
- Silk Robe

Naturally, many men went the way of the ready mades. The price was just too tempting. I preferred to have the advantages of good clothing and so after an experience or two with the ready made clothing, I began visiting my tailor again. Being in sales, I felt that I could quickly make enough extra money to cover the difference. I looked successful.

Progressively the gap began to close between the price of the rack clothing and those that were custom made. I guess the reason for this was primarily due to marketing and operating expenses, anyway the ready made suits became half as much, then three-quarters as much.

I didn't buy clothes from my grandson, Greg Chapman, for his first five or six years in business, so I feel no overwhelming family loyalty. I buy for the reasons his other clients buy from him. I like his clothing and I think I get more for my money than buying elsewhere.



The advantages of custom tailoring became circumspect at a 5 to 1 ratio, but for an extra twenty to fifty percent, I don't think anyone in 1900 would have considered switching. Now I suppose the norm is to buy off the rack and they do it almost automatically. Living as long as I have has taught me to avoid trends and look for values.

With my ninety plus years of perspective, I don't assume that because most men buy their suits ready made, it is the correct way. In fact, I don't assume because most people do anything, it's necessarily the right thing to do.

Greg has been swimming upstream for years rather than going with the current; however, his logic of offering more value for slightly more dollars, makes a lot of sense. Guess that's why he's so busy."

The Wardrobe Plan Approach...

The concept of a planned approach to one's wardrobe was born in response to a request by ex-L.A. Ram star, Phil Olsen, now turned realtor. Phil was bemoaning the fact that he never really could find the time to shop and had a tendency to procrastinate. "Can you help me, Greg?" he asked. That was about two years ago.

It was this challenge that led me to devise a plan which has appealed to many of my clients. It was the beginning of a new organized approach to meeting their clothing needs. Now after two years, I can honestly recommend that this is a worthy plan with several advantages to those who participate.

Essentially, the wardrobe plan precludes a clothing budget for a year. A study is made of a man's lifestyle and the outfits that compliment it. Dates are set to order new clothing every two, three, four, five, or six months, depending upon the number of outfits scheduled.

At one sitting, I will have all the vital statistics for making slacks, shirts, jackets, suits, or riding britches, and a profile of a man's individual specifications are kept on file, along with his preferences of detailing, such as buttons, pocket flaps, lapels, etc.

I have found that by keeping clothing additions regular and on a schedule of promised deliveries, one automatically finds that ones wardrobe takes on a well-balanced, elegant quality, assuring a man of having the right thing to wear for all occasions. This organized approach results in having each addition a coordinated part of the whole wardrobe, not just another piecemeal purchase. Each outfit would have a coordinated shirt with our gift of a tie to accent it properly.

A built-in advantage of the Wardrobe Plan is that one is assured of a price protection from the rising costs of materials each year. To all intent and purposes, this means you would be making a full year's purchase at the prevailing cost upon signing your agreement, a most worthwhile consideration.

Clothes are selected either by telephone from sketches and swatches we send out monthly, or from specific samples prepared for you once I know your preferences.

Imagine, shopping once a year and receiving a new outfit every few months, and the best part of all is that there is no large check to cover the outfits, as you pay monthly on a pre-determined budget.

BENJAMIN FRANKLIN'S DECISION-MAKING CHECKLIST

Ben Franklin, when confronted with a problem that required a choice, developed a **For and Against Checklist**, in which he balanced the pros and cons of his subject of decision. The following is our "unbiased" checklist concerning the use of our services and product weighed against the disadvantages of same.

FOR:

- (1) Consistency of always having a well fitting suit.
- (2) Selection of fabrics exceeding the sum total of all ready-made suits in a dozen leading stores.
- (3) The finest materials in the world purchased in volume, which gives me the opportunity to save money, yet not sacrifice quality.
- (4) Convenience of buying clothes without fittings or alterations.
- (5) Opportunity to order clothes by mail or telephone.
- (6) Access to accessories not often provided by other custom tailors.
- (7) Personalized pattern on file with all

my preferences from waistband and pocket style of my shirt to monogram style and location.

- (8) The ability to turn a magazine ad into reality, duplicating the style and fabric.
- (9) I feel good because I look good.
- (10) The looks I get from people.
- (11) The personal service from one who is sensitive to my needs.

AGAINST:

- (1) Cost is higher.
- (2) Have to wait a month.
- (3) I have to go in for another pattern if I gain weight.

Pat Boone

OUR CUSTOMERS SPEAK OUT

KADENACY, MENKE & ALBINO
ATTORNEYS

TWO CENTURY PLAZA, SUITE 710
2049 CENTURY PARK EAST
LOS ANGELES, CALIFORNIA 90067
(213) 277-9323

June 23, 1980

April 27, 1981

Mr. Greg Chapman
147 S. Robertson Blvd
Beverly Hills, California 90211

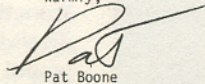
Dear Greg:

"I've been deeply satisfied with every suit, sport coat, pair of slacks or shirt that you've made me - and you'll know I'll be back for more.

If we lived in England, I would propose you as Suitmaker to the Royal Family. Alas, you'll have to settle as being known as Tailor to the Stars.

You know that I've greatly appreciated your personal attention, concern for detail, willingness to make little changes, and sensitivity to my erratic schedule and sometimes urgent needs. I and my accountant are proud to know you".

Warmly,



Pat Boone

PB:mm

MICHAEL A. KADENACY
WILLARD L. MENKE
ROBERT C. ALBINO
LON B. ISAACSON
STEVEN A. SCHWABER
RONALD G. GABLER
GERALD M. FISHER
WENDY L. SLAVKIN

Greg Chapman
Executive Tailored Clothes, Inc.
147 South Robertson Boulevard
Beverly Hills, CA 90211

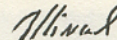
Dear Greg,

Having recently returned from my vacation in London and Paris I thought you might be interested in my shopping experiences. I hesitate to do so for fear that my next suit cost considerably more than in the past.

As every visitor to London must do, I, of course, prowled Bond Street and Jermyn Street as well as visiting the Knightsbridge area and Harrods. At Harrods, a ready-made suit ran between £250 to £400, or \$575 to \$920. Ready-made dress shirts of better quality averaged £22 and up, or \$50. The real shocker, of course, was pricing custom suits and shirts. A good quality suit from a better tailor using Holland and Sherry cloths ran between £400 to £600, or \$920 to \$1,380; I did in fact see several selections running as high as £800 to £900, or \$1,840 to \$2,070. I also priced custom shirts and found that the minimum order was for six shirts at an average price of \$80 per shirt. Needless to say, my clothes shopping was put off until I returned home.

With all of the bargains available in Beverly Hills, when our London associate visits in August, I intend to take him shopping and, of course, you will be the first on the list.

Sincerely,



MICHAEL A. KADENACY

MAK:jr

**Greg
Chapman**
Executive Tailored Clothes

147
South
Robertson
Boulevard
Beverly
Hills
California
90211

