

My Discovery of the "British Approach" to Custom Tailoring Became My Career Inspiration

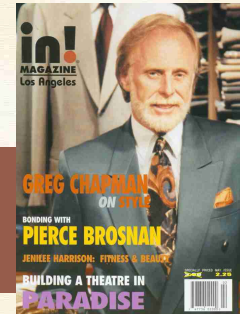
While living in Bombay India in the late 1960's I had some suits made which gave me a look of success like I had never seen before. Although I didn't realize it at the time, I had stumbled on the authentic, now nearly extinct, approach to custom tailoring as it had been taught by the British to the Indians and the Chinese, when they colonized their countries. For centuries, custom tailors had learned the art of drawing a pattern to address the unique posture, shoulder line and distribution of separate measurements of an individual client. It was about the 1960's that tailors in the Western countries (England, Italy, Canada, America, etc.) began shortcutting their apprenticeship by modifying standard (off-the-rack) "block" patterns, a process that has come to be called; "made-to-measure." Our trial orders to tailors in Europe, all who now use this short-cut approach, have never met the "fit" standards which I experienced in India and that we have developed to state-of-the-art. That was the inspiration upon which I based my business in 1968; the ability to deliver a

perfect fitting suit without fittings or alterations. We studied why some suits fit better than others and developed formulas and methods which enabled us to direct our tailors and to utilize their craftsmanship and technical skills without depending on their "taste" or "judgment."

Today, nearly forty years later, literally thousands of clients have built incredible wardrobes often from across the country, all from an initial set of measurements taken 20 or 30 years ago (with size changes incorporated from order to order) without ever requiring a single alteration or fitting!



Greg Chapman modeling The Perfect Fitting Blazer Suit, 1972.



In Magazine did a cover story featuring Greg's biography describing his rise from beach boy and University of Hawaii student to the unfolding of his unique and highly successful career in Beverly Hills.

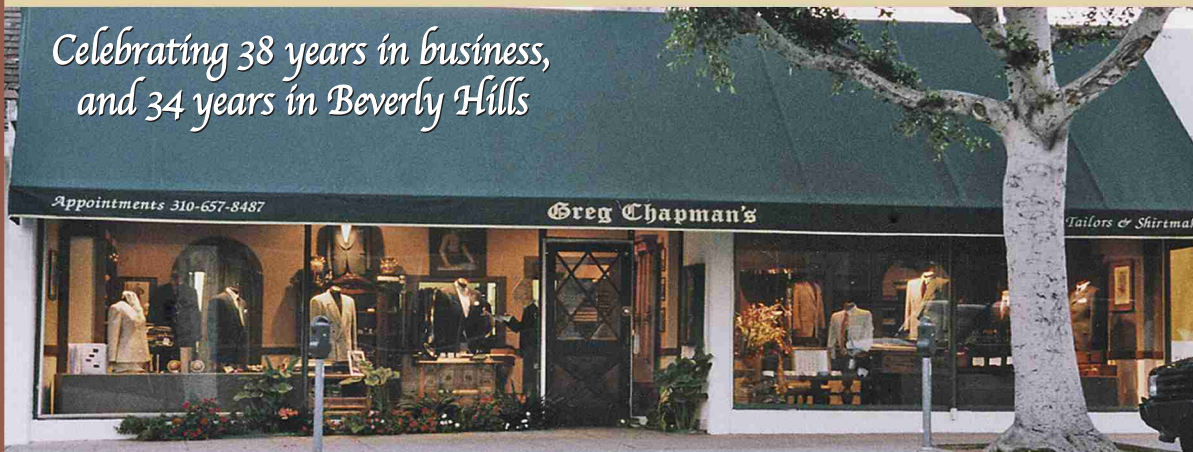
The Art of Custom Tailoring

Began in Europe in the 12th to 14th centuries. Clothing was regarded as a means of concealing the body during the Middle Ages, but the Renaissance brought to light the accentuation of the human body. Clothing that was once worn loosely over the body in the form of large pieces of cloth was cut and sewn together to outline the body by the first tailors.



By the middle of the 17th century, tailors were not only outlining the body, but the precise cutting and attention to detail given to fabrics allowed tailors to improve and idealize the human form. To this day, the same skills learned and perfected by tailors in the mid-17th century are being used by Greg Chapman's tailors, many of whom have been tailors for over 50 years, and excel in making personal garments from each client's "personal" pattern. Remarkable!

Celebrating 38 years in business, and 34 years in Beverly Hills



A Few Prominent Clients:

Walt "Clyde" Frazier, NY Nicks
Wayman Tisdale, NBA Star
Ken Norton, Boxer
Tom Watson, Golfer
Steve Ballesteros, Golfer
Lee Trevino, Golfer
Patty Sheehan, LPGA Golfer
Willie Shoemaker, Jockey
Larry Hatfield, Utah Jazz Owner
Pete Maravich, Utah Jazz
Steve Garvey, LA Dodgers
Wes Parker, LA Dodgers
Ron Jaworski, LA Rams
Jack Youngblood, LA Rams
John Hadl, LA Rams
Joe Sweet, LA Rams
Anthony Davis, Heisman Trophy
Russ Hodge, Decathlon Champion
Bob Scanlan, San Diego Padres
Scott Carpenter, Astronaut
Bill Baker, Pres. Motion Picture Assoc.
Charlie Powell, Pres. Board of Motion Pictures
Alan Davie, Cinematographer
Elsa Zamparelli, Costume Designer/Dances w/Wolves
Raju Patel, Junglebook Producer
Mayor Tom Bradley, LA
General Paz Garcia, Pres. of Honduras
Tony Coelho, Congressman
Sen. Randolph Townsend, Nevada Senator
Robert List, Former Gov. Nevada
Harvey Whittemore, Nevada Lobbyist
Sen. Ken Maddy, CA
Kevin Chavous, Wash DC Councilman
Arthur Laffer, Reagan Economist
Regis Philbin, TV Host
Burt Reynolds, Actor
Carl Weathers, Apollo Creed-Rocky
Merlin Olsen, Actor
Chuck Connors, The Rifleman
Will Hutchins, Sugarfoot
John Russell, Lawman
Hugh O'Brian, Actor/Bat Masterson
Stuart Whitman, Actor
Ricardo Montalban, Actor
Kabir Bedi, Actor
Jan Michael Vincent, Actor
Robert Blake, Actor/Baretta
Telly Savalas, Actor/Kojak
Rodney Dangerfield, Comedian
Dick Gregory, Comedian
Trini Lopez, Singer
Pat Boone, Singer
Wayne Newton, Singer
Jose Jose, Latin Singer
Harry Blackstone, Magician
Peter Reeven, Magician, Mgr. Lance Burton
Mario Machado, NewsCaster
Jerry Dunphy, NewsCaster, LA
Tom Evans, NewsCaster, Boston
Keith Morrison, NewsCaster, LA
Kelly Lang, NewsCaster, LA
Ken Minyard, Disc Jockey, LA
John & Greg Rice, Millionaire Twins
Brian Tracy, Speaker/Author
Larry Flynt, Publisher
Rand Sperry, Sperry Van Ness
Mark Van Ness, Sperry Van Ness
Jim Newman, PACE
Mark Hughes, Herbalife/Greg Chapman Salesman
Sam Rehnberg, Nutralite
Glenn Turner, Multilevel Entrepreneur
Dick Clayton, Talent Agent
Jack Gilardi, Talent Agent
Jay Bernstein, Talent Agent
Gary Adelson, Producer
Alex Cappello, YPO Int'l Chairman
Phil Satre, Former Chairman Harrah's
Gary Loveman, Chairman, CEO & Pres. Harrah's
Terri Lanni, MGM Chairman and CEO
Glenn Schaeffer, Fountaine Bleau/Mandalay Bay
Tim Wilmont, COO Harrah's
Charles Atwood, CFO Harrah's
Tony Alamo, Luxor Hotel
Angelo Mozillo, CEO Countrywide
Jack Reilly, CEO Isuzu
Fred Schwab, CEO Porche NA
Sam Armacost, B of A CEO
Jerome Richardson, Denny's CEO
Carl Terzian, Public Relations
Robert Wise, Director
Charles Munger, Investor/Attorney
Charles Manatt, Lawyer and Ambassador
Noel Marshall, Agent, 1st Customer
Robert Wessen, Oldest Active Customer
George Gianini, B of A
Nathaniel Brandon, Psychologist
Burt Fields, Attorney
Howard Keck III
Charles Luckman, Architect
Mike Lowther, American Title
Anthony Marlon, Sierra Health Services
Walt Higgins, Nevada Power
Steve Dewey, Dewey Pest Control
Martin Crowley, Patron Tequila
Bikram Choudry, Bikram Yoga
Bob Voit, Voit Commercial
Steven Weiss, Mel's Drive In
Sam Battistone, Sambo's
Larry Hatfield, Sherry's
Michael Gaughan, Southpoint Casino Owner
Bill Paulos, Rampart Casino
Bill Wortman, Rampart Casino
Bertron Hug, Mille Fleur
John Sande, Reno Attorney/Lobbyist



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Understanding Custom Clothing

It's difficult to understand what makes one custom suit worth \$500 and others worth \$5,000 or more! Custom suits are like cars. Some are Toyotas while others are Bentleys. All are good for someone, yet some are better for others. The suit should "reflect" the individual's taste level and stature. For clothing, it boils down to quality differences in three categories; the Fit, the Workmanship and the Fabric.

The Fit: At least 95% of custom suits today are more like a ready-made suit than a custom suit. They don't fit as they should! These suits are made from block patterns that assume an average posture, a "normal" shoulder slope and a "standard" distribution of measurements! To the degree that an individual's posture varies from the norm, the suit "misbehaves" in one way or another. Sloping shoulders look more sloped, a flat rear end looks more flat, etc. This compromised approach to custom clothing is called made-to-measure. It's a shortcut process by tailors who no longer know how to draft an individual pattern on the cloth to address the shape of each individual.

The Workmanship: Custom suits can be put together in a matter of hours, or can take several days to a week to complete. The amount of handwork, level of craftsmanship and thousands of tiny stitches, determines how expensive the suit looks and how well it holds up over time. The continuing look of newness, 25 to 30 years, comes with the use of expensive components and many days of handwork, which are compromised in less expensive clothing.

Fabrics: Pure wool is available from \$10 per yard to more than \$1,000 per yard. With four yards required for a suit, it's easy to calculate how one suit can cost so much more than another. Our "Smart" Approach includes finding quality labor and duty-free fabrics making our clothing an extraordinary value.



Many made-to-measure suits and almost all off-the-rack suits lack the proper handwork and many are "fused" or glued in lieu of any interior canvas or handwork.

Building a Wardrobe with a Plan

Typically most men buy two or three new suits every other year, wear and clean them to death, push them to the back of their wardrobe and repeat the process two years later. At even \$1,000 to \$1,500 per suit, three at a time every other year, 20 times over a 40 year career, they've spent \$60,000 to \$90,000 for a lifetime of ill-fitting, poorly-made, disposable, off the rack suits. At any given time all they have is three current suits to show for it!

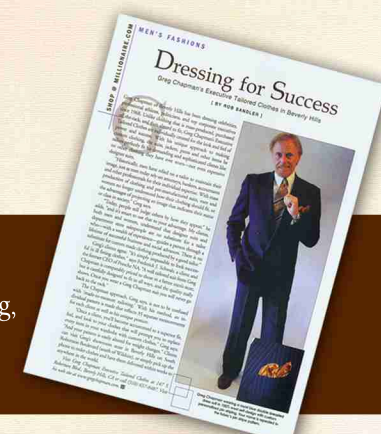
The Smart Approach: Buy better fitting, better made, longer lasting clothes. As an option, consider spending two to five years building a *core wardrobe* of classic clothing on our "Wardrobe Plan," four outfits a year, including our "bonus" half price outfit. In three years, you'll have a dozen outfits, in four years, sixteen or in five years, 20 outfits. The key is to build a large enough wardrobe to be able to go four to six weeks between wearings. Rotation allows the wrinkles to fall out naturally assuming the suit is made properly with a "hymo" canvas innerlining. It's the dry cleaning more than the wearing of the clothes that wears them out.

The Net Gain: A custom tailored image of success with savings of up to 33% for a lifetime wardrobe of perfect fitting, SUPERIOR made clothing, that will look as good 25 years later as the day it was made! Many clients are taking this approach to building business, formal and casual wardrobes. Give us a call to learn more about flexible short or long term plans starting as low as \$200 per month, then watch a miracle happen!

Millionaire Magazine Features Greg Chapman

in a two page story showcasing his "smart" approach to clothing, complete with photos of a number of popular designs.

Read the article on our website at www.gregchapman.com



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We've Taken Custom Tailoring To An Entirely New Level



ETC 3006



Our most popular range of fabrics, ideal for travel. Wrinkle Resistant Linen/Rayon Blazers, Suits & Slacks



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Pin Cord Jacket Fabrics by Holland and Sherry of London



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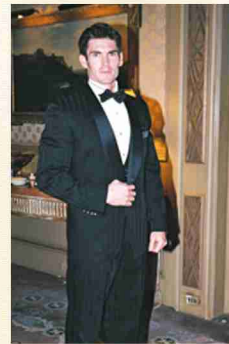
Suits in Self-Design Stripes



L 301



Women's Tweed Jacketings or Suits



ETC 3019



Black or Navy Tuxedos in Solid or Self-Design Tone on Tone



HT 8289



Dozens of Mix and Match Shirt/Slack Combinations



ETC 3018



Herringbone Cotton Cord Jacketings

Our clients place orders from sample garments, swatch sheets, photos, website and e-mail

It has never been easier to order perfect fitting clothing; custom made from your individual pattern...Tuxedos, Suits, Jackets, Slacks, Shirts, Casual Wear, Leather & Suede for Men & Women

- Visit our showroom in Beverly Hills, at least once a year, if possible, to see our new sample collection.
- Call to discuss ideas for clothing and we will forward photo swatch sheets by e-mail or regular mail.
- Email greg@gregchapman.com with your ideas for new clothing. Or, send us a magazine photo. We'll mail or email a selection of swatches and photos, like those shown above, to address your needs.
- View our collection and get more details by visiting our website at www.gregchapman.com
- Invite us to your home or office for a private presentation.
- Invite us to make a "Dress for Success" group presentation at your company or conference, or attend one of our 1 hour "Wardrobe Plan" presentations.



Harrah's, the World's Largest Gaming Company, Treats 200 VIP High Rollers to Complimentary Greg Chapman Clothing



Greg Chapman was invited to give Harrah's most valued players the "special treatment" at a planned event featuring his talents. Attendees were by "invitation only" for the elegant festivities. It all began with a gala dinner and a presentation of some of Greg's collection. Then, each guest was given a private custom fitting appointment during the weekend. Men and women alike were given the opportunity to choose from quality fabrics and designs to make their perfect outfit. Now that's what's called hitting the jackpot! Every client had a "personal" pattern created for themselves and many have joined Greg's Wardrobe Plan and receive a steady stream of beautiful new clothing once every three or four months.

Greg was also invited to host a casino VIP Event, called "A Tailored Affair," in October at the Atlantis Casino Resort • Spa in Reno, Nevada.

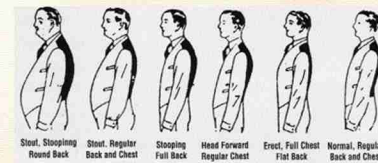


A Custom Tailored Greg Chapman Success Story

"Greg sends me a suit every three or four months on his "Wardrobe Plan" program. They fit perfectly. The convenience is wonderful. I manage money for wealthy clients. When I wear a Greg Chapman suit, I feel that I gain respect and confidence from business contacts. There is no substitute for Greg's individual pattern making approach to custom clothing. Every piece gives me a nice clean look of sophistication; a smooth drape cut to address my shape and posture, unlike other made-to-measure approaches to custom clothing."

—Shea Gordon, Principle Bernstein Investment Research & Management
gordonsz@bernstein.com

Few individuals fit the clothes,



so we make the clothes, to fit individuals.

Posture; and It's Effect on Fit

One can enhance their career dramatically by projecting an image of success. This "look" of success can only be achieved completely by wearing clothing that is made from your own pattern and conforms to your shape!

Mass-produced clothing is all made for an "average" posture and most people are not "average." The clothes literally look better on the hanger than on 90% of the people who purchase them.

Today, few people have ever experienced clothing that fits as it should, regardless of where or how they purchase. Consequently, they settle for clothes that may almost fit their "size" but not their "shape."

"My 38 year career in custom tailoring has been devoted to making each of my clients look their very best by creating clothes that fit "their" personal body shape perfectly without the need of fittings, alterations or shopping. My clients become accustomed to the unique "feel" as much as the "look" that comes with the superior fit of our clothing and more often than not, replace their entire wardrobes."

— Greg Chapman

Specifically; erect posture, which causes short waistedness and arms to swing back; requiring rotation of the sleeves into the jacket accordingly.



Off-the-rack pants are often too long in the crotch, dragging across the thigh with each step.