

*In Search  
of the  
Perfect Suit*



**GREG CHAPMAN**



The jacket collar box gaps away from his neck. The front chest panels are too small. Note the wavy shoulders and twisted sleeves.



The jacket waist is too long. The jacket sits on his hips causing the vent to pull open. Improper sleeve rotation due to the backward hang of his arms causes the wrinkles down the back of his sleeves.



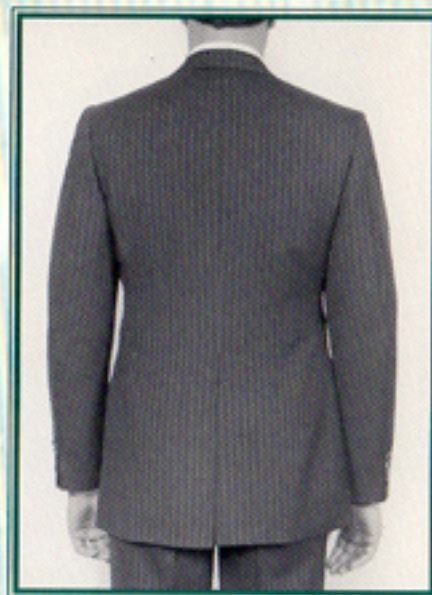
The seat shape is cut too round for him. The crotch depth (the rise) is too deep. The roll under the waistband is caused by his swayed back.

*I*n 1984, one of our clients referred us to a friend (pictured) who upon contact felt that he didn't need to have his clothes custom made. He came to us wearing the suit shown above.

All too often, men are too easily satisfied with clothing that simply doesn't make them look their best. Stores can't afford to give their customers expensive profit-losing alterations searching for the perfect fit. If delivering clothes that fit properly was a criteria for a store to stay in business, they would all close tomorrow!



The collar box hugs the side of his neck. The front panels allow the lapels to close at the center of his chest.



Although light by today's standards, the back is smooth because it was cut to address the degree of slope to his shoulders, his waist length and his narrow back. Note the perfect sleeve set.



The rise, or crotch depth, and seat shape has been made to his shape, rather than a standard formula to go with his ready made chest size.

*A* month after ordering, he came to pick up his new suit which we had made to address 35 of his body measurements and his unique posture. No alterations whatsoever were performed! A pattern of his physique, somewhat like his shadow, was made and kept on file. A comprehensive inspection ticket of finished measurements is kept for reference on each suit and is modifiable for new styling and/or weight changes.



This famous name designer suit suffers all the same problems on a looser scale as his 1984 ready-made suit. Every ready-made suit will call attention to his fit problems.

Note the same sleeve rotation problems, due to the backward hang of his arms, resulting from his erect posture. Also, the "bubble" between his-shoulder blades. Additionally, the shoulders are lumpy!

*S*tyles changed. Our client moved away. His "off-the-rack" conditioning led him to think he would have to either visit us or find a local store to buy clothes. He began purchasing suits in a local store with a magic Italian name, but on inspection his new Italian suits didn't fit at all. In pursuing new styles, he sacrificed proper fit, both of which he could have had by calling us. His "shadow pattern" on file can accommodate any style change or weight gain. A "tailored" fit doesn't mean a tight one. It means a fit that conforms to your physique!



The crotch is too long and the seat too round. A slightly lower right hip causes the break behind the thigh and knee of the right leg.



Because the back waist length is too long for his erect posture, the back pulls down on the front panel causing diagonal wrinkles on the chest.

Because the waist length of his suit is too long for his waist length, the jacket "sits" on his hips. Note the sleeve rotation is improper, resulting in sleeve wrinkles.



The rotation of the sleeve is for a more forward hanging arm. People who stand erect require a sleeve set for a backward hang to the arm.

*O*ne day someone from the leading custom clothing shop in his area sold him suits he thought were custom made. While he did order from a swatchbook, and waited 4 to 6 weeks, the suits in fact were factory made like almost all so called "custom" suits today—cut from a standard "block" pattern for a person of "average" posture. They cost about \$1700 each! Surpris-ingly, he was happy with these clothes. Designer names, nice stores and status prices don't mean a thing where suits are concerned. They either fit your physique, or they don't look good!



This suit closes close across the front, hugs his neck and drapes smoothly through the chest and sleeves due to the suit's "balance" being made from scratch to accommodate his posture.

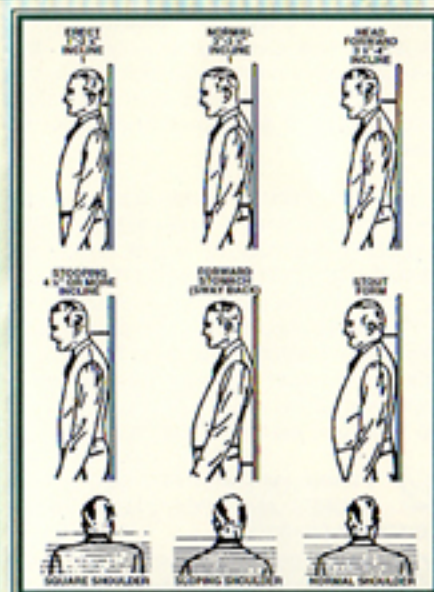
Upon learning of his search for good clothing, we assured him we could provide a better fit by phone. Because he was "happy" with his new suits (pg. 4 & 5) he was difficult to convince. We reminded him we had his pattern on file. **He expressed a common misconception that a new suit from his previous pattern would resemble his old suits from 1984.** We explained his pattern was like a personal "shadow." **By modifying his finished measurements for new styling and his current size, his new suit was made to current styling allowances and fit him perfectly without alterations.**



The back drapes smoothly because it was cut to address his particular shoulder slope. The jacket waist conforms to his waist length. The sleeves are properly set for the backward hang of his arms.



The smooth drape of the chest, the snug collar and the smooth sleeves are all a function of proper "balance," only achieved perfectly when the suit is made to address the posture of the person wearing it.



Clothing must conform to your physique for you to look your best. A forward head, leaves a collar standing away from the neck. Sloping shoulders result in wrinkles accentuating the slope. A flat seat looks more flat if the pants were made for a more round rear end!

Our client (who stand erect) had no idea his physique was so different from the norm until we photographed him wearing suits purchased elsewhere. He's not the first client who has drifted away due to geographical distance, sale prices, designer styles or other factors. The results of his "search" are typical. Clients who leave us are rarely as well dressed as they were in our clothes. They forget, we are making new styled clothing. Our old styles shouldn't be compared to something new elsewhere.

To order new clothing, visit us, or we'll come to you, but the easiest is to call. We'll send swatches from



By making suits locally, we can offer an optional "try-on" fitting, allowing us to perfect the first suit instantly, without repeated alterations. Future suits made from the perfected pattern, will not require fittings or alterations.

our extensive collection. A few days later, with duplicate swatches, your file, and measurements of your previous suits, we can discuss and order suits that **will fit better than any suit you'll find elsewhere.** Some of our best clients are people we haven't seen personally for 20 years! Professional athletes, politicians, newscasters, businessmen. Busy successful people who get superior results with only minutes of effort.

At our wide range of prices, you don't need to compromise with ready-made clothing. We'll give you vastly superior results with less effort. Your search for the perfect suit ends here. Give us a call.

**Q** WHY BUY A READY MADE SUIT WHEN YOUR PHOTOS CLEARLY SHOW THE DIFFERENCE IN FIT?

**A** People focus on the wrong things: Price, store prestige, designer label status, store salesman rapport, to name a few. Stores teach people nothing about fit, and they turn a blind eye to fit when caught up in the process of accessory co-ordination, and the buzz of shopping.

**Q** WHY DON'T OTHER TAILORS PRODUCE THE RESULTS YOU DO?

**A** The majority of reliable sources with any production capacity happen to make clothing in a factory, cut from standard "block" patterns, then assembled on a production line. They are really "special order" ready-to-wear suits—ordered from swatches and misperceived as "custom made"

**Q** WHAT MAKES A CUSTOM SUIT CUSTOM MADE?

**A** If the suit has been calculated from the client's individual measurements and posture, and without aid of a pre-made pattern, and is then drawn out on the cloth, one suit at a time, then cut and assembled on the lap of a single tailor, the suit is custom made. If a try-on fitting is used before the suit is complete, it aids in a perfect result as soon as the suit is complete. Many "semi-custom" suits are made with a try-on fitting, which confuses the issue. Then a tailor will make a pattern from the block pattern. It's become a business of "smoke and mirrors". No wonder clients are confused!

**Q** DOES CHANGING WEIGHT DEFEAT THE INTEGRITY OF THE PATTERN?

**A** Not at all. The pattern is flexible. It addresses the "proportion" of a person, the slope of his shoulders, the pitch of his head, the roundness of his back, the waist length, the hang of the arms, the crotch

depth, the seat shape, the "balance"—all the things that never change in an individual. If a waist goes up or down by an inch or two, the corresponding changes are adjusted accordingly—up and down from order to order.

**Q** "TAILORED" SOMEHOW SEEMS "TIGHT" AND IF ONE LIKES LOOSER STYLED CLOTHING, IS THERE STILL AN ADVANTAGE FOR CUSTOM CLOTHING?

**A** Yes! Whether cut in a loose Italian broad shouldered style, or a classic British, even a natural shouldered fit, a suit, in order to fit, must address the individual proportions of the client's physique. "Size" and "structure" are two different issues.

**Q** I THINK I'M A PERFECT SIZE IN THE STORES, AND I DON'T FEEL I NEED CUSTOM CLOTHING.

**A** Some people come closer than others to the "stock size", but we've yet to see anyone who didn't look better in clothes that were made by our method. Come in wearing your favorite suit, and we'll show you the areas that we can improve upon.

**Q** I HAVE A FAVORITE SUIT. I LIKE THE STYLE, AND THE FITS NOT BAD. SHALL WE START WITH THAT?

**A** By all means. We could copy your favorite suit exactly, but better yet, let's incorporate all the good points of style, fit, etc., then let's see if by making it to your posture and measurements, we can improve upon it, leaving you with a pattern for more as you need them.

**Q** DO YOU HAVE MUCH TO CHOOSE FROM IN FABRICS AND STYLES?

**A** Yes! Some 50,000 fabrics from the finest woolen houses in the world including Holland & Sherry, Dormeuil, Lora Piana, Scabal, Zegna, and many more. Any style whatsoever, and many sample suits on display to stimulate ideas.



**GREG CHAPMAN'S**  
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