

MEN'S FASHIONS

Dressing for Success

Greg Chapman's Executive Tailored Clothes in Beverly Hills

[BY ROB SANDLER]

Greg Chapman of Beverly Hills has been dressing celebrities, professional athletes, politicians, and top corporate executives since 1968. Unlike clothing that is mass-produced, purchased off-the-rack, and then altered to fit, Greg Chapman's Executive Tailored Clothes are individually created for the look and feel of power and success. With his unique approach to making custom clothing, the suits, jackets, pants and other items he tailors perfectly fit his demanding and sophisticated clients like no other clothing they have ever worn—not even expensive designer suits.


"Historically, men have relied on a tailor to maintain their image, just as men today rely on attorneys, bankers, accountants and other professionals for their individual expertise. With mass production of clothing and pre-manufactured suits, men and women no longer understood how their clothing should fit, or the advantages of projecting an image that indicates their status or class in society," Greg says.

"Today, people still judge others by how they appear," he adds, "and it's smart to use that to your advantage. My clients, both men and women, understand that designer suits and department store salespeople are no substitute for a tailor who—with a wealth of experience—guides a person through a lifetime of successful business and social advances. There is no substitute for custom made clothing produced by a good tailor."

Greg's clients agree. "It's simply impossible to look successful in ill fitting clothes," says Frederick J. Schwab, a client and the former CEO of Porsche NA. "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."

The Chapman approach, Greg says, is not to be confused with 'made-to-measure tailoring.' With his method, an individual pattern is made that reflects 35 separate measurements for each client as well as his unique posture.

"Once a client, you'll become accustomed to a superior fit, feel, and look to your clothes that will prompt you to replace every item in your wardrobe with custom clothes," Greg says. "And your pattern is easily altered for weight changes." Clients can visit Greg's showroom store in Beverly Hills on South Robertson Boulevard (south of Wilshire), or simply pick up the phone to order clothes and have them delivered within weeks to anywhere in the world.

Visit Greg Chapman Executive Tailored Clothes at 147 S. Robertson Blvd., Beverly Hills, CA or call (310) 657-8487. Visit his web site at www.gregchapman.com. 



Greg Chapman wearing a royal blue double-breasted dress suit in 100% wool self-design with custom personalized pin striping. Your name is repeated in the fabric's pin stripe pattern.



Single-breasted diamond weave self-design pure 10-ounce worsted wool in Royal Navy (available in a variety of other colors) with an Italian silk tie and coordinated silk pocket square.



Cotton corduroy herringbone jacket with slant pockets, suede piping and throat latch over a suede vest with notch lapels.



Single-breasted sports coat in cashmere cotton corduroy fabric.



Greg Chapman's Executive Tailored Clothes are individually created for the look and feel of power and success. Every successful man needs a "power suit" in his wardrobe.