



The STIRLING CLUB

A newsletter for the private club at TURNBERRY

Member Profile



Greg Chapman - Stirling Club Member

different than in clothing that is manufactured for an "average" posture and set of measurements. Few people have ever experienced what it's like to wear perfect fitting clothing. 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. A \$1000 suit costs little more than a \$100 to manufacturer; fabric and labor costs. At Greg Chapman's Executive Tailored Clothes, our unique personalized pattern technique allows you to get custom made clothes that will fit you and your style perfectly, delivered to you anywhere in the world within weeks.

What is your specialty?

I've developed the ability to make perfect fitting custom clothing from each client's individual pattern without the need of fittings or alterations. This is the "original" form of pure custom clothing which is practiced by less than 5% of all remaining tailors. Since it reproduces perfectly, we make it easy to order by phone from photo/swatch sheets. Our clients spend just seconds or minutes ordering perfect fitting clothing coordinated and shipped to them within a few weeks.

If a client sees a photo in a magazine can you copy it?

Yes, and it often turns out to be a client's favorite suit. What you see is what you get!

What do you feel is the most important piece of clothing?

I often start someone's wardrobe with what I call a blazer/suit; a solid worsted or gabardine that can serve as a suit, or where the jacket can be worn as a blazer with any number of different slacks.

Tell us more about your wardrobe plan:

It became apparent to me many years ago that few people ever achieved a goal to

become and remain "well dressed." I saw that they approached the purchase of their clothing as an "event" rather than a "process." They'd purchase three or four suits, wear them hard, dry clean them to death, then replace them two years later over and over. By setting dates throughout the year and annualizing a budget we can keep a stream of clothing flowing into your wardrobe and at savings of from 20% to 30%!

Where is your showroom located and how can people living in Las Vegas contact you?

The show room is located at 147 South Robertson Blvd. in Beverly Hills, California. We welcome phone calls at 310-657-8487. People can visit our web site for further information at www.gregchapman.com.

How could people who live across the country, but don't come to Beverly Hill or Las Vegas, enjoy your services?

Many of our best clients are people whom we've never met. Call us first, we'll forward "Self measurement forms; and walk you through a few easy basic measurements. Then, have someone photograph you front, back and side, without a coat, and in your favorite suit, then send the photos and the suit to us with your thoughts on the fit. We'll study the photos; take measurements from the suit, (which will be returned within a few days) evaluate your posture, make a pattern and make you a suit from that pattern. In the meantime, we'll forward you fabric swatches from which you can place orders for suits, slacks, shirts, jackets, etc.

When and why did you join the Stirling Club?

I joined five months ago. It's absolutely beautiful. I like the privacy, the gym, the pool, etc. I've enjoyed introducing a few of my Nevada clients to the club; hosted them for lunch, drinks, a meeting. It's central, quiet, private and classy. I'm delighted to be a member and particularly enjoy the talent spotlight, after hours.

How did you get into the business of custom-made clothing?

I began my business in 1968 after living in Bombay (Mumbai) India and seeing how well the movie stars were dressed compared to Americans. I realized that mass production of clothing in America was a horrible compromise. I came back, played the piano at night to make a living and told my India/clothing discovery story, and within two years, at 25, we had 12 sales people working for us at Greg Chapman's Executive Tailored Clothes. We opened our Beverly Hills shop in 1975 and flourished throughout the 70's, 80's and early 90's, until the dot com era and casual Fridays slowed us down. Nevada literally "saved" our business. Nevadans seem to have a better sense of serious dress for business and fine dining, than in California; a sense of propriety, if you will. We bit the bullet to hang on to our Beverly Hills shop for those 10 slow years, and now we're booming in both locales.

What are the advantages of custom-made clothes?

Custom clothing, in its purest form, where an individual pattern is made to address one's unique "shape" and unique distribution of measurements, makes one look and feel very

