

Competitors in the market:

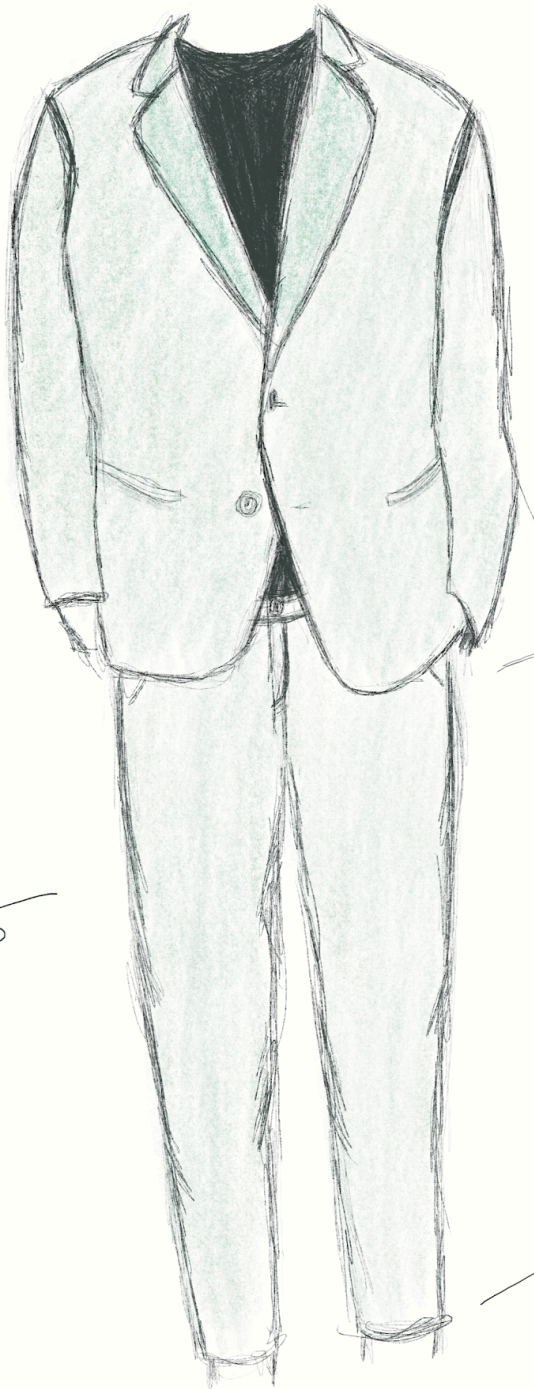
Indochino: offers appointments to get measured and pick fabrics you want to have your suit designed with. Offer suits for every occasion: wedding, business, formal.

Alan David: offer custom service as well. Is all hand sewn & offers different delivery services. Typically takes about 3-4 weeks but you're able to pay extra for 2 week or 10 day service.

Suit Club NYC: offer competitive pricing of \$595 for a suit or 6 custom shirts. Take 15 measurements to assure the fit is perfect.

*** Need swatches & target market

Color feel



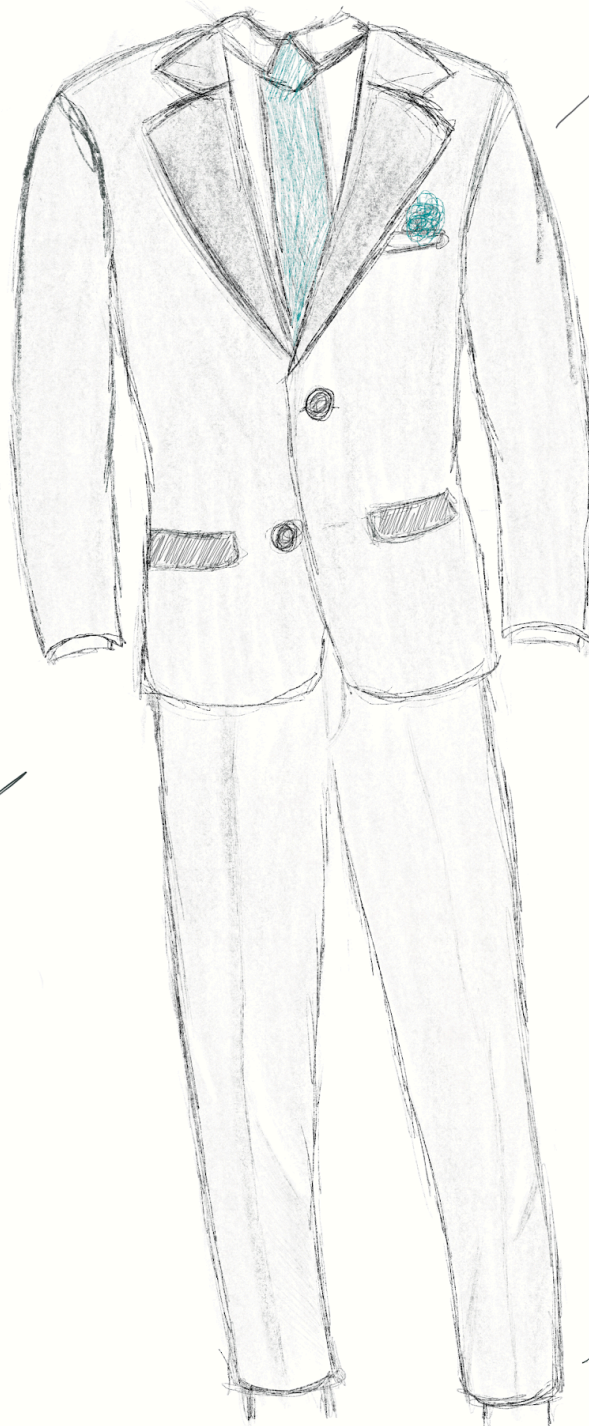
Single
Breasted
2 Buttons
Notch Lapel

Italian
vent

Slim
pants

quarter
break

Single Breasted 2 Button notch lapel.



— darker colors

— Print of choice inside pockets

— Slim fit pants

— No Break