

## Men's tailoring service comes to the office



The men's fashion market is one that's growing at a much faster rate than the women's, but this doesn't mean the fundamentally lazy nature of men has changed. We've already seen [Hointer](#) use in-store QR codes to make jeans shopping less hassle for men, and now Singapore's [Edit Suits Co.](#) is offering a service that will measure up tailored suits and shirts wherever the customer is.

According to co-founder Reto Peter: "Men are lazy shoppers, but they're loyal. Great service counts, and if you convince them you're brilliant, they will stick to your brand until something drastic happens." So rather than get customers to take time out of their day to turn up in store, Edit Suits Co. enables men to create an account and arrange an appointment through their website. A representative will then visit the customer at their home, office, or anywhere that's useful for a full measuring. Those signing up for the service don't have any obligation to buy, but afterwards they can browse the different cuts and designs available through its online store and simply use their account to automatically get a fit that's perfectly tailored to them. Shirts typically cost USD 99, while two-piece suits start from USD 649.

Edit Suits Co. recognizes that some men aren't willing to go out of their way to get tailored clothes and does the legwork for them. Are there other ways to make fashion shopping easier for men?

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