Retail Innovation Shout Out: High-Tech Bespoke Suits

by Hala Hassoun

Arden Reed has taken a high-tech approach to the traditional art of custom tailoring. The company, founded in 2008 though Kickstarter investing, offers men an easy and affordable way to get bespoke suits. The company’s Tailor Truck is outfitted with a 3-D body scanner that takes each customer’s measurements and is stocked with a range of fabrics that customers can browse through. An on-hand professional tailor doubles checks the measurements to ensure the best-fitting custom suit. Suits typically take 4 weeks to make and the company pays for any alterations if a customer is not happy with the results. Prices are also very competitive; a tuxedo will cost approximately $650 while a standard wool suit will run just under $500. Arden Reed is currently focused on men’s suits, but the 3D body scanning technology could be easily transferred to other products lines such as women’s suits and dresses or even outwear. Imagine having a quick and easy way to get a custom-tailored winter coat or evening dress. By leveraging technology to cut down on labor costs, custom tailoring is becoming more affordable for the everyday consumer.

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