

Fashion Statement

WESTON-BASED eTAILORS USES TECHNOLOGY TO COMBINE OLD SCHOOL ARTISTRY WITH MODERN CONVENIENCE FOR MEN WHO WANT HIGH-QUALITY CUSTOM CLOTHING.

By John Buchanan

eTailors, founded last January, specializes in custom-tailored suits, sports jackets, slacks and shirts made the “old school” way via classical bench tailoring, but offered to a broader audience via Internet technology. The company caters to a discriminating audience willing to pay \$2,500 or more for a custom-made men’s suit. Among its master tailors is Len Ventresca, a third-generation veteran with 37 years of experience.

eTailors is located at 1565 North Park Drive, Suite 104, Weston. For more information, call 954.633.8661 or visit eTailors.com.



Q&A with Len Ventresca, master tailor at eTailors

What is eTailors?

“The idea is to merge old school tailoring with new school marketing via technology. That means bringing ‘old school’ bench-tailoring methods to an online audience so we can serve the masses. eTailors combines the technology of easy access with the time-honored craftsmanship of classical bench tailoring. To get custom suits or shirts made in the past, a customer had to go see his tailor in his shop. Now, we ‘come to see you’ online.”

How does the process work?

“After we take your measurements, online or in person, we present you with a wide selection of fabrics and styling options. We offer more than 2,500 fabrics to choose from for suits, sports jackets and slacks. And they come from all over the world. The process takes from four to six weeks from the time you place your order, and it is very precise. Ninety per cent of the garments we deliver require no alterations. And that’s important, because a lot of people have had poor experiences with custom tailors.”

You also serve the events market. How does that work?

“We create custom men’s clothing for events such as weddings and bar mitzvahs. We must be contacted at least six to eight weeks before the event. We sometimes create very elaborate garments, such as unique formalwear. For event attire, formalwear is about 20 percent of our business. Forty percent is sport jackets and slacks. And the remaining forty percent is suits.”