



## Best Bespoke Luxury Tailor - London & Best Tailor Made Shirt Company – UK

Finicky Shirts creates outstanding bespoke shirts for clients in the United Kingdom and around the world, using traditional tailoring know-how matched with award-winning customer service. The company's knowledge and experience means it can offer personal service at every stage – from the initial taking of measurements to delivery to your door.

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# Finicky Shirts

We've all experienced the frustration of buying shirts off-the-peg. The only real measurement to go by is collar size, which means the fit of the shirt is random at best. Common problems include sleeves that are too short, shoulders that don't sit properly, shirts that are too voluminous and buttons that strain when they shouldn't.

Which is why Finicky Shirts was born. Tailoring made-to-measure shirts, it has transformed the way its customers think about clothing, and its unique system of measurement, design, tailoring and delivery means that customers are never short of a comfortable, well-fitting, head-turning shirt to wear.

Finicky customers choose every detail, from the colour, pattern and type of fabric to the button style, contrast detail and stitching. That means that each shirt is unique, and reflects the style and personality of the wearer. The company finds that customers tend to be conservative to begin with – two or three work shirts, for example – but quickly move on to smart-casual shirts and start to let their imaginations run wild.

"Finicky Shirts is fast becoming the company of choice when it comes to bespoke shirts," said David Buisson, the company's founder and Managing Director. "When you consider that some of our competitors have been tailoring for centuries, that's a fantastic tribute to our tailoring and bespoke options – clients are looking for somewhere that reflects their style, and they just can't find what they want – even from designer labels. So they pay less and get far more by choosing our bespoke service."

The company is proud of its customer service. As far as Buisson is concerned, every customer should have an outstanding experience when they deal with Finicky – from the first enquiry to the final delivery. And that service extends beyond the first order: the company receives a huge amount of ongoing repeat business, because once a client's measurements are taken, new shirts can be ordered, tailored and delivered with the click of a button. Should measurements change, they are simply updated in the customer's personal account.

"We bring the very best in customer service experience to a world that is set in tradition," says Buisson. "We're available to our customers at all times. We deliver to any doorstep in the world, free of charge. We advise our clients honestly, which means we build genuine relationships that ensure every customer knows how important they are to our business."

### A good time to tailor

According to the company, this is the best time to be in the tailoring business. Men's fashion may be an increasingly competitive market, but get the combination of quality, style and service right, and there's a great opportunity for new businesses that understand customer needs and how to meet them.

Attitudes to office wear have relaxed over the past few years, and so whilst many professions still require a suit, shirt and tie, others are happy with a smart-casual look, and some actively embrace quirky style. Even the most straight-laced employers are bringing in more casual dress on certain days, or for particular occasions. This, says Buisson, is the perfect opportunity for men in particular to make their fashion mark with a well-chosen fabric, a bold contrast style, or just a really well-fitting shirt.

"Our customers are increasingly using the style, fabric, colour and fit of their shirts to distinguish their look, and choosing a customised shirt means there's no way you're going to look the same as everyone else," he adds. "Our customers love the fact that taking the right measurements means the shirt fits them everywhere – not just around the neck – and the perfect fit means more self-confidence and a much smarter look."

### Size matters

With a growing demand for its services and a raised profile with its target market, Finicky Shirts has put a growth strategy in place which will help it to continue to make customers happy. The company recently appointed Simon Griffith – who, with over 20 years' experience in leading London fashion outlets on Bond Street and in Knightsbridge, including at time at Harrods, joins the company in a business development role. Griffiths has also run his own very successful menswear business, and created an exclusive range of wedding wear, so is the perfect choice for the next stage of the company's development.

"It was an easy decision to come on board at Finicky," says Griffith. "The company is constantly striving to provide its customers with the best possible product and the best possible experience. There's nothing quite like seeing the transformation and appreciation of a customer who has never tried bespoke tailoring. That sudden lightbulb moment when they realise that a bespoke shirt makes them look and feel fantastic is a great thing to be part of."

"We're delighted to be winners in the Business Excellence Awards," concludes Buisson. "It's a real and valuable demonstration of the way we work with our clients, and opens our business up to a wider market. We're determined to become the first tailor people think of when they want a bespoke service, and winning awards like this puts us well on the way to success."