



GROOMS RIVAL THEIR BRIDES IN 2005

Revolutionary British tailor, Dress2kill has noted a fundamental shift in the choice of male wedding party dress over the past two seasons, with grooms opting for hand-made suits rather than traditional morning dress.

In a survey of 1,000 Dress2kill grooms, 85 per cent thought that hand-made suits offered greater value for money than hiring and 90 per cent said that the key reason for buying a hand-made suit was to stand out from the crowd.

The move away from traditional reflects the trend of growing diversity in wedding venues. James Hibbert, a director of Dress2kill, says, "traditionally, grooms have spent far less money on their wedding



outfits than brides, but that is now changing. Grooms are spending a little more money to own a suit that is individual to them and can be worn again."

Dress2kill is shaking up the industry by offering made-to-measure British suits from just £350. Taking into account today's busy lifestyles, Dress2kill consultants visit customers' homes or offices for fitting and to discuss design and advise on cut, fabric, colour and detailing, taking into account lifestyle, working environment and personality. For more information visit www.dress2kill.com