



Tailor Guy bound to measure-up in city

BY PATRICIA ROBERTS

GUY ADEUJA is measuring up to a new challenge – as a travelling tailor.

A former retail manager who has worked for Harrods, Next, Moss Bros, Harvey Nichols and Selfridges, Guy wanted to branch out on his own.

Now he is running the first branch of Dress2kill outside London and the south. It offers bespoke tailoring to clients in their home or office.

And his Manchester base, in John Dalton Street, is positioned to be in the heart of the thriving community that is his target market – businessmen and women from across the professions.

For time-poor clients the idea of the tailor coming to them is very attractive.

"Made-to-measure is no longer a concept that is seen as out of reach. It is affordable, and convenient. Clients like the service because it is personal, and saves them time," says Guy who has been in the menswear fashion/tailoring business for nine years – and is an advertisement for the business in his own custom-made suits.

"Why fit into a standard suit when you can have one made for you?" he says.

Pure wool suits, complete with linings that bear the clients own name, start at £350 for men and £395 for women.

Clients also get good advice on cut and style. "I have one client who has visited the same tailor for 10 years, but has found them to be a bit old-fashioned. He liked our fresh approach, and modern styling, and has recommended us to other customers," says Guy.

After measurements are taken, the suits are all made up by tailors at a factory in Goole in East Yorkshire, within four to six weeks.

With a core customer base of city professionals such as lawyers and accountants, his John Dalton Street base is ideal for Manchester clients, but he does travel across Greater Manchester.



■ SUITS you sir! . . . Guy Adeuja, the travelling tailor, who has just launched in Manchester Picture: MIKE GRIMES

Dress2kill was launched six years ago in London by former recruitment consultant James Hibbert and Shirley Biggs whose expertise was in retailing.

The business, which counts Sir Richard Branson among its clients, expects to turnover £1m this year, and the company is now spreading its wings. Shirley said:

"We offer fine craftsmanship at low prices with a huge range of fabrics, cut and style. We believe in doing the job thoroughly, and pay attention to detail. Clients become our friends. We have concentrated on building up our reputation, but now we intend to expand, and are delighted to be bringing the service to Manchester."

James added: "For many men and women, a bespoke suit is something that they have long dreamt of."

"But most are under the impression that the whole process is simply too time-consuming, intimidating and expensive. Dress2kill is gradually changing that perception."