

A NEW FLEET OF TAILORS

You can now get clothing custom-fit while you fly.

Harried businessmen and women simply don't have time to shop like the average person ... or just don't care to do so. Which is why private jet companies are taking tailoring and couture to new heights by providing personal tailoring services that make it incredibly easy to get a suit or even a whole new wardrobe in the comfort of your own jet, home, or office.

Ted Fisher, renowned personal clothier and owner of Barrington Knight New York, has fitted the likes of Fortune 500 CEOs and United States congressmen for the last 15 years and now travels with clients on a regular basis. "Private jet companies send me as a personal gift to special clients as part of their fractional ownership," says Fisher, "It has definitely become more popular recently, and because business has picked up—I travel at least once a month."

Fisher flies with his high-powered clientele most often to cities like L.A., Miami, Dallas, and Chicago. During the flight he consults with clients about what types of clothing they would like custom-made (nothing is off limits), and they choose fabrics and designs together. "I carry more fabric swatches with me, from the finest mills in the world, than all the stores have in New York City," explains Fisher. After taking the client's measurements, Fisher takes

the next commercial flight back to New York, where he gets to work on the custom garments. The clothing takes approximately six weeks to complete.

The personal-tailor trend sparked from a rise in fractional ownership and membership cards due to the convenience of fractional ownership privileges for those who have purchased a share in a specific aircraft adapted to their business and/or personal travel requirements. Certain airlines, like Marquis Jets, offer frequent fliers a membership card option. "When you purchase one of these cards, they automatically come with great perks and privileges, much like an AMEX card," explains Randi Brandoff, vice president of Marketing at Marquis Jets, which partnered with Ermenegildo Zegna, a world leader in fine menswear. The Marquis Jet Card, for example, offers a \$1,500 gift certificate toward a custom made-to-measure suit or jacket and trousers and a personal tailor who will travel to your home or office to fit you. A special concierge is dedicated to arranging this service for you.

If a private airline doesn't currently have a personal tailor on board or offer it as a membership perk, that's no problem! The airline's concierge will certainly make the proper arrangements for you. Just request it, and check time-consuming clothes shopping off your lengthy to-do list. —*Karina Timmel* 