

Alton Lane: Making Custom Clothes With A Next Generation Twist

January 15, 8:33 AM ▪ [NY Pop Culture Examiner](#) ▪ Colin Riley



Custom clothes hand made just for you.

Altonlane.com

As a man who often finds it hard to get clothes that fit just right, my interest was piqued when I first heard about [Alton Lane](#) Custom Clothes.

I recently struck out to find the appeal of this new trend. The company website is just a picture with a message "welcome to the revolution". From there you can set up an appointment for a custom fitting.

I found the tiny bespoke suit shop on the corner of 26th street and Broadway. While Manhattan has no shortage of tailors, Alton Lane stands alone as the only custom made suit shop to marry sci-fi with style.

Upon entering the suite you will likely be greeted by one of the company's founders Colin Hunter or Peyton Jenkins. Both are sharply dressed gentlemen that look to be in their late twenties, a surprising contradiction considering the name of the company itself feels as old and established as the bespoke tradition. The American born founders of Alton Lane are largely influenced by the British bespoke tradition. The company's name hails from their time spent at Oxford. While in England the duo became huge tennis fans. "There is road just outside of Wimbledon called Alton Lane...it [the name] always stuck."

Peyton and Colin recently made the transition from finance to fashion. "We first felt the need as consumers," Peyton explained. "We saw the clothing our bosses and their bosses were wearing and they were not the 'off the rack starter suits.'"

That is when they had the idea, “We can bring quality and value together, in both the experience and the clothes.”

The decor of the suite is lush and comfortable, despite the overall square footage. Overstuffed leather couches, a work station tucked away in the back, and a dozen or so dress shirts, ranging in styles from hip to the classic, adorn the walls. A few suits and tuxedos modeled by mannequins mingle on the floor. Then there's a large black box, roughly the size of a walk-in closet, that looms in the near corner of the room. This is where the fun begins.

The body scan Alton Lane utilizes for their precise measurements works with 100% white light technology so it's safe to keep your eyes open. Just stand in a relaxed upright position and the strobe light scanners carry you through a twenty second show of lights and sound. To get a form fitting scan it is recommended that you wear boxer briefs or briefs during the scan, but please refrain on going "commando." In less than five minutes the team has a 3-D rendering of your body image. No need to worry about a new scan each time, since each scan is saved on the secure mainframe for future purchases. Peyton even jokes, “I never saw a guy come back from a lunch break and say ‘I just had the best time being measured for the last twenty minutes.’” To them the goal was simple, “We streamlined the measuring experience so we can spend more time getting to know the customer.”

If you speak the language of fashion you will find yourself in good company. Those new to the finer things in life or just custom tailored clothes, can feel right at home as well. The team has displays, fabric books, and of course all of them model the Alton Lane brand, all in an effort to help you find what it is you need, stylistically and functionally, in a stress free environment.

The brand features two major collections: black label and blue label. Both labels push the limits of thread count and overall softness, while still maintaining long lasting durability. You chose collar style, buttons, one seam or two for the back, cuffs, pocket/no pocket, fabric and color. And that's just for dress shirts. You can also get the shirts monogrammed on the back of the neck or on the cuffs, as well as a complimentary pattern variation on the flip side of the cuffs and collar.

As far as fit goes, you can choose from the aptly named Shakespeare styles, Capulet or Montague. While both are made to your specifications and will be form fitting, the Montague is more of a European fit, while the Capulet is a bit more relaxed.

The problem with shirts from retailers like [Brooks Brothers](#), is they are made so they can fit a guy with the frame of a football player and a guy with the frame of a

basketball player. If you're the latter then you simply have to live with the sail of extra fabric that leaves you looking less than your best. It is easy to identify with the frustration Colin Hunter felt as he laments, "I got tired of spending one hundred and fifty dollars on [Thomas Pink](#) dress shirts and then having to pay extra to have them altered to fit."

Once all your specifications are confirmed, the order is transmitted securely to the stores offsite tailor, where the clothes are hand cut, as opposed to laser cut, and usually arrive within 3-4 weeks. When your order is available for pick up the team asks to meet with you once more to ensure a proper fit.

Conceptually Alton Lane seems to have leap-frogged itself ahead of its competition. Progressive as they may be, they have no plans to slow down as they lead the next big revolution in mens style.