



## **Alton Lane: The Modern Bespoke**

by [Deidre Woollard](#) ([RSS feed](#)) May 15th 2010 at 6:01PM



A new online menswear brand has launched, promising bespoke clothing at an accessible price. [Alton Lane](#) seeks to be the new standard for premium custom menswear. "We aren't here to join the luxury men's clothing market. We're here to revolutionize it," says Colin Hunter, Alton Lane's co-founder and CEO. The site will offer bespoke clothing for business, social and special events, including suits, shirts, trousers, blazers, tuxedos and overcoats. Custom shirts start at \$79 and

custom suits start at \$485. The company has a state-of-the-art 3D body scanner in the Manhattan showroom that lets clients get their precise measurements in less than 30 seconds. Then they can browse the carefully curated selection of fabrics while enjoying a drink from the Alton Lane bar. Clients can request fabric samples and personalized style advice from the website. The site has debuted as an invitation-only service and the Alton Lane showroom is open for private appointments around the clock, seven days a week. Turn around time from date of order to delivery is approximately four to five weeks. In a [recent interview](#) co-founders Colin Hunter and Peyton Jenkins said that they are hoping to change the way men view their clothes, how they should fit and their access to it.

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