



IF IT SUITS YOU

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Although we see a plethora of new menswear on a daily basis, when we heard the southern drawls of the boys behind the new custom clothier [Alton Lane](#), we knew we would be hooked. We instantly bonded while discussing our favorite liquors, cities and, of course, soul food. The masterminds behind Alton Lane, Colin Hunter and Peyton Jenkins, first met at the University of Virginia. They both landed in the world of finance and were continuously irked by both the sometimes poor quality and astronomical prices of suits. They decided to remedy this conundrum themselves and dove headfirst into the menswear business. They had the soft opening of Alton Lane (named after a quaint street Colin drove past in England) in November and have already been booked out months in advance by all their finance friends. But enough about them, lets get to the clothes.

Launching May 13th, Alton Lane aims is to bring custom tailoring to a lower price point without budging on quality. Perhaps you're asking yourself how, exactly, do they do it? One of their partners has contacts in Thailand's tailoring trade so all suits are made there and perfected by an in-house tailor in New York City, resulting in a suit with fabric from [Holland & Sherry](#) or Thomas Mason with a price tag around \$500.

It gets even better: If you live in New York or can make the trek to their handsome showroom in the Flatiron District you can get into your skivvies and stand in their high-tech 3-D body-scanning contraption that will keep your measurements on file for future orders. The digital measurements are sent to their Thai tailors and in four to five weeks you'll have your one-of-a-kind suit. They also do shirts (for only \$79!) and tuxedos. In true custom tailoring form you pick out fabrics, collar style, buttons, lining and monogram.

For those of you in other parts of the world, their online presence is pretty swank. Like Guilt Groupe, they are an invite only site—but don't fret, everyone will get a turn. Once you're on, you enter your measurements and they are saved to your profile so for future orders it's as quick as ordering from anywhere else online. Virtual orders are given the

same options for fabrics, cuts and linings. They will even send you fabric swatches if you want a closer look. Now isn't that some southern hospitality?